



# ALAGAPPA UNIVERSITY



(A State University Established in 1985)

Karaikudi - 630003. Tamil Nadu, India



## FACULTY OF MANAGEMENT DEPARTMENT OF CORPORATE SECRETARYSHIP



### M.Phil., CORPORATE SECRETARYSHIP

## REGULATIONS AND SYLLABUS

(For the candidates admitted from the  
Academic Year 2022 - 2023)

# DEPARTMENT OF CORPORATE SECRETARYSHIP

## M.PHIL. CORPORATE SECRETARYSHIP

### REGULATIONS AND SYLLABUS

[For the candidates admitted from the Academic Year 2022 – 2023 onwards]



### ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC)

Karaikudi - 630003, Tamil Nadu



**FACULTY OF MANAGEMENT**  
**ALAGAPPA UNIVERSITY, KARAIKUDI**  
(Accredited with 'A+ Grade by NAAC (CGPA: 3.64) in the Third cycle,  
and Graded as Category I University by MHRD – UGC)  
**Department of Corporate Secretaryship**



**REGULATIONS, CURRICULUM AND SYLLABI**  
(Effective from Academic Year 2022-23)

**1. Program : M.Phil (Corporate Secretaryship)**

**2. Duration and Pattern**

The M.Phil (Corporate Secretaryship) Program is of one year duration, offered under Semester Pattern, with two Semesters in the year.

**3. Medium of Instruction:** English only

**4. Eligibility**

A candidate with Postgraduate degree in Commerce, International Business, Business Administration, Bank Management, Corporate Secretaryship, Insurance Management, Economics, Agriculture Economics, Cooperation, Foreign Trade or any related discipline are eligible to apply.

The minimum eligibility criterion for marks in PG degree is:

- 50% of marks for SC/ ST/ Physically or Visually challenged candidates
- 55% of marks for all others

**5. Mode of Selection (Subject to variation)**

An eligible candidate must take up the Entrance Examination conducted commonly for all candidates by the University.

The question paper patterned on Multiple Choice Objective Type has both common part comprising Test of Language Skills, Test of Quantitative Aptitude, etc.

Ranking of candidates is based on the marks obtained in the Entrance Examination and the Qualifying PG degree marks with 50:50 weight. Provisional selection is done adopting community quota as per guidelines of the State Government.

**6. Course of Study**

The M.Phil (Corporate Secretaryship) Program comprises of two parts. Part – I comprises Papers I, II & III that are common for all candidates doing M.Phil in the School of Management and Paper – IV which is specialization paper of the respective discipline. Part – II comprises of the Dissertation and Viva-Voce. The dissertation shall relate to Indian/ Global perspectives/issues in various functional areas of Corporate.

### **Programme General Objective:**

1. To be a leader in the development of professionals in Corporate Management and Governance
2. Developing students' initiative skills so that they can act as change agents and sources of inspiration in the corporate organisations where they work.
3. Providing students with the opportunity to become professionals capable of meeting and exceeding corporate, government, and social demands while maintaining their integrity, trustworthiness, and moral principles.
4. Preparing students to make reasonable judgments and conduct fact-based research through the use of relevant statistical and managerial tools and approaches
5. Training students to gain the necessary theoretical and relational talents, as well as social reasons for administrative leadership
6. Examine the effects of new, developing commercial sectors on the global, economic, environmental, and social spheres.

### **Programme Specific Objectives:**

1. To produce competent professionals for company Secretaryship by imparting quality knowledge, relevant training and entrepreneurial skills.
2. To expose our students to practical situations companies for the purpose of imparting employability skills with emphasis on the professional ethics and values.
3. To enable the students in carrying out action oriented research in corporate sector.
4. Determine the research issues and develop and test hypotheses based on empirical and analytical data, then analyze, interpret, and draw conclusions
5. Through lifelong learning, conduct independent research in contemporary Corporate Secretaryship fields
6. Create fresh ideas, concepts, and clever business tactics in the realm of corporate secretaryship and business administration

### **Programme Outcome:**

After successfully completing the M.Phil (CS) programme,

- 1) The students can become company secretaries in companies with more than Rs.10 crores of paid up capital.
- 2) Successful students can pursue the ICSI Programme and qualify themselves (or) undertake useful research by joining Ph.D programmes.
- 3) They can join Colleges and Universities as teachers to teach the UG/PG programmes and students can take up the IT/GST practitioners' jobs
- 4) To apply the knowledge acquired to effectively solve challenging business situations.

- 5) Communicate and execute research findings to society stakeholders effectively.
- 6) Exhibit analytical and problem-solving skills in their job and business.

Semester	Course Code	Course Title	Credits	Hours/Week	Marks		Total Marks
					Internal	External	
I	671101	<b><u>Core Courses</u></b> CC-I- Methodology of Business Research	4	6	25	75	100
	671102	CC-II- Techniques of Business Research	4	6	25	75	100
	671103	CC-III- Professional Competency Development*	4	6	25	75	100
II	671201	CC-IV- Research for Corporate Decisions	4	6	25	75	100
	671999	Dissertation <u>150</u> Viva-Voce <u>50</u>	8	-	-	-	200
<b>Total</b>			<b>24</b>		-	-	<b>600</b>

*[\* The Third Course involves rigorous Continuous Internal Assessment (CIA) with 75 marks and the End- Semester Exam (ESE) comprising of Comprehensive Viva-Voce carrying 25 marks. The CIA would include, besides those prescribed for other courses, Periodical Competency Revelation Presentations to enhance the Competencies on General Awareness, Computer and Internet, Classroom Communication and Pedagogical Skills. A candidate must secure a minimum of 30 marks in the CIA and 10 marks in the ESE Viva-Voce and put together a total of 50 marks out of 100 marks to get a pass. For this paper there is no University written examination, but only the assessment based on Viva – Voce. The Viva-Voce will be conducted by a Panel of three members comprising the Head of the Department, One External Examiner and the Faculty in-charge. ]*

7) **Credits:** Each student should earn 24 credits to complete the program.

### 8) Attendance

A student must earn a minimum of 75% attendance to become eligible to take the ESE in a course. However, condoning of shortage of attendance for those with earned attendance ranging between 70% and 75% will be granted on specific request. For those with earned attendance ranging between 60% and 70%, condoning is granted on genuine medical grounds supported by valid documentary evidence. A fee for condoning is to be paid. Those with earned attendance less than 60% cannot sit for the ESC examination and they have to redo the course/courses.

### 9) Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course(s) at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HoD on or before 5<sup>th</sup> June (for redoing of Odd Semester Courses) or 5<sup>th</sup> November (for redoing Even Semester Courses) every year.

#### 10) No Repeating or Reappearing a course:

No student will be permitted to repeat a course or reappear for a CIA test or an ESE just for improvement of Grade Points. A student who has failed in CIA/ESE need take CIA/ ESE in that course(s) when it is next offered. Such students need to pay the prescribed fee.

#### 11) Break of Study:

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at the least two semesters of study. For availing break of study, a student has to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee entertained. Unauthorized break of study will not be permitted under any circumstances. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

#### 12) Assessment

Assessment of the students will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (As Advised by the TANSICHE).

a. **Continuous Internal Assessment (CIA):** The CIA marks shall be awarded based on the following:

Assessment components	Courses I, II & IV	Course III
Scores of two internal tests	15 Marks	30 Marks
Seminar/ Assignment/ Quiz/Class Works	10 Marks	20 Marks
Competency Revelation Presentations	--	25 Marks
<b>Total</b>	<b>25 Marks</b>	<b>75 Marks</b>

b. **End Semester Examination (ESE):** The ESE will consist of a written examination of three hours duration reckoned for Courses, I, II and IV for a maximum **75 marks**. The answer papers shall be evaluated by two examiners- Internal and External.

#### 13) Pattern of Question Paper

Section	No. of Questions to be Asked	No. of Questions to be Answered	Marks per Question	Total Marks
<b>I</b>	7	7	3	21
<b>II</b>	6	4	6	24
<b>III</b>	2 (Either Or type)	2	10	20
<b>IV</b>	1 Case Study	1	10	10
<b>Total</b>				<b>75</b>

For Research Methodology Techniques, 2/3 of the question paper shall be problem-solving questions. For Specialization papers there could be problem solving questions as well as applicable.

**c. Research Guide:**

Each candidate will be allotted a Research Guide from among the Faculty Members of the Department by the Department concerned.

**d. Submission of Dissertation:**

A candidate has to prepare and submit a scholarly dissertation by the end of the Second Semester on a socially and economically relevant research problem, pertaining to his discipline and specialization, under the guidance of a Research Guide. The Research Work must be original and independent one of the candidate and the same has to be supported by a declaration, in the format prescribed by the University, by the candidate and duly certified by the Research Guide. There should not be any plagiarism. Two copies of the dissertation must be submitted by a candidate to the Head of the Department, duly signed by the Research Guide.

**e. Evaluation of Dissertation:**

The dissertation shall be evaluated by two examiners, of whom one will be the Research Guide and the other appointed by the University from a panel submitted by the Head of the Department. The Dissertation carries 150 marks.

**f. Viva Voce:**

Candidates whose dissertations are approved by the examiners securing, at least the minimum pass marks, will be called for the Viva Voce. The Board of Viva Voce shall comprise the Research Guide, the Head of the Department/ a senior faculty member of the Department. The Viva Voce carries 50 marks

**14) Time Extension for Submission of Dissertation:**

Extension for submission of dissertation shall be granted as per the University norms and conditions.

**15) Passing Minimum Marks:**

The minimum marks for pass in the CIA and ESE shall be 40%, in each, but an aggregate minimum of 50% marks putting together the Continuous Internal Assessment marks and University End Semester Examination marks is needed for a pass. A candidate should have secured 50% in Dissertation and 50% in the Viva Voce to get a pass.

**Classification of Candidates**

- If a candidate secures 60% and above in both Part I and Part II put together, he/she is deemed to have passed in First Class.
- If a candidate secures 50% and above but less than 60% in both the parts put together, he/she is deemed to have passed in Second Class.
- If a candidate secures less than 50% in both the parts put together, he/she is deemed to have failed.

**16) Grading of the Courses**

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

<b>RANGE OF MARKS</b>	<b>GRADE POINTS</b>	<b>LETTER GRADE</b>	<b>DESCRIPTION</b>
90 - 100	<b>9.0 – 10.0</b>	<b>O</b>	<b>Outstanding</b>
80 - 89	<b>8.0 – 8.9</b>	<b>D+</b>	<b>Excellent</b>
75 - 79	<b>7.5 – 7.9</b>	<b>D</b>	<b>Distinction</b>
70 - 74	<b>7.0 – 7.4</b>	<b>A+</b>	<b>Very Good</b>
60 - 69	<b>6.0 – 6.9</b>	<b>A</b>	<b>Good</b>
50 - 59	<b>5.0 – 5.9</b>	<b>B</b>	<b>Average</b>
00 - 49	<b>0.0</b>	<b>U</b>	<b>Re-appear</b>
ABSENT	<b>0.0</b>	<b>AAA</b>	<b>ABSENT</b>

- a) Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- g) Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by **Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)**. These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

GPA = Sum of the multiplication of Grade Points by the credits of the courses  
Sum of the credits of the courses in a Semester



### 17) Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0 9.0 and above but below 9.5	<b>O+</b> <b>O</b>	First Class – Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	<b>D++</b> <b>D+</b> <b>D</b>	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	<b>A++</b> <b>A+</b> <b>A</b>	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	<b>B+</b> <b>B</b>	Second Class
0.0 and above but below 5.0	<b>U</b>	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a) Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary\*.
- b) Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction\*.
- c) Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d) Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class.
- i) Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- e) Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA =  $\frac{\text{Sum of the multiplication of Grade Points by the credits of the entire Programme}}{\text{Sum of the credits of the courses for the entire Programme}}$

Where ‘Ci’ is the Credit earned for Course i in any semester; ‘Gi’ is the Grade Point obtained by the student for Course i and ‘n’ refers to the semester in which such courses were credited.

**CGPA** (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: \* The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.

18) **Reappearance by Failed Candidates:**

A candidate who fails in any course / courses may appear for the examination again in that course / courses as per University rules.

19) **Completion of the Program:**

A candidate has to complete the program within 3 years from the completion of the duration of program, failing which the candidate's registration will stand automatically cancelled and the candidate has to register afresh, the candidate wants to pursue the program.

20) **Award of the M.Phil Degree:**

A student will be declared to be eligible for the award of a Degree if he/she has:  
Registered for and undergone all the courses under the different parts of the curriculum of his/her program. There are no dues to the University, Hostel, NSS, Library Clubs, and Associations etc from the candidate. And No disciplinary action is pending against him/her.

**Other Regulations:**

Besides the above, the common regulations of the University shall also be applicable to this program

Course Code	Course Title	Credits	Hours/Week	Marks		Total Marks
				Internal	External	
<b>I SEMESTER</b>						
671101	<b><u>Core Courses</u></b> CC-I- Methodology of Business Research	4	6	25	75	100
671102	CC-II- Techniques of Business Research	4	6	25	75	100
671103	CC-III- Professional Competency Development*	4	6	25	75	100
<b>II SEMESTER</b>						
671201	CC-IV- Research for Corporate Decisions	4	6	25	75	100
671999	Dissertation <u>150</u> Viva-Voce <u>50</u>	8	-	-	-	200
	<b>Total</b>	24		-	-	<b>600</b>

<b>Semester I</b>			
<b>Course Code:</b> 671101	<b>METHODOLOGY OF BUSINESS RESEARCH</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future.</li> <li>➤ To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading</li> <li>➤ To find various information sources for a literature study and data collection.</li> <li>➤ To provide students with information that will allow them to acquire data analytics abilities and meaningful interpretation of data sets in order to address business/research problems.</li> <li>➤ To prepare research proposals and reports</li> </ul>		
<b>Unit-I</b>	<b>Business Research</b> - Meaning - Purpose - Types of Business Research - Explorative and Experimental studies- Case study - Survey research- Significance of Research in Business Sciences- Ethics in business research- Steps in Research – Research Reconnaissance- Search and Review of Literature: Nature and Purpose - Identification, Selection and Formulation of Research Problem - Research Questions - Research Design - Hypothesis: Concept, Sources and Types- Formulation of Testable Hypotheses		
<b>Unit -II</b>	<b>Measurement in Research</b> - Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales- From paired ordinal comparison developing Ratio scale- Important Scale construction techniques- Semantic Differential Scale construction - Construction of Likert's Summated scale - Tests of sound measurement- Validity and its types- Reliability and measures thereof- Universality- Practicability, etc - Sources of errors in measurement and measures of control over them.		
<b>Unit-III</b>	<b>Sampling</b> – Principles of Sampling Theory -Types of Sampling -Probability and Non- probability sampling - Steps in Sampling - Determinants of sample size - Estimation of Sample size given certain criteria and goals- Sampling and non-sampling Errors – Measures and control.		
<b>Unit-IV</b>	<b>Collection and Analysis of Data</b> - Primary Data - Interview : Interview Schedule- Types of Interview- Questionnaire: Construction and Pre-requisites- administration- Observation: Types, Requisites and Tools- Suitability of each Mode- Pretest - Pilot study . Relevance and Mechanism.		
<b>Unit -V</b>	<b>Secondary data:</b> Nature, Sources, Desirability and Precautions- Web sources- Opportunities and Threats- Sanitizing and Shaping up the data for analysis: Checking - corroboration - Editing - Coding – Transcription- Tabulation and types thereof- Pictorial Data Presentation : Need and Nuances – Analysis of Data: Purpose and Methods.		
<b>Unit-VI</b>	<b>Structuring the Research Report:</b> Chapter Format - Pagination - Using quotations - Presenting Foot-notes - Abbreviations - Presentation of tables and figures - Referencing of different types of sources- Documentation - Use and Format of appendices – Indexing- Linguistic aspects of report writing: Grammatical standards- Articulation- Lucidity- Flow- Clarity- Brevity.		

**Suggested Readings:-**

Amarchand D (Edr)., *Research Methods in Commerce*, Madras : Emerald Publishers.

Anderson, *Thesis and Assignment Writing*, John Wiley & Sons Inc.

Burns B. & A. Burns , *Business Research Methods and Statistics Using SPSS*, SAGE Publications Ltd,

Kothari C.R .(2019), *Research methodology Methods and Techniques*, New Age International Publishers

Krishnaswami O.R. & M. Ranganatham,(2019) *Methodology of Research in Social Sciences*, Delhi :Himalaya Pub. House.

**Outcomes**

- Choose a research problem and device a design to probe and solve it independently.
- Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report.
- Create a data collection device in accordance with the theoretical framework.
- To meet high-level research aims or questions, refine research questions.
- Describe the overall process of developing a research study, from genesis to completion



<b>Semester I</b>			
<b>Course Code:</b> 671102	<b>TECHNIQUES OF BUSINESS RESEARCH</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the focus of qualitative and quantitative researches and appreciate the use of certain basic descriptive and associative statistics.</li> <li>➤ To develop skills in choosing the right statistical test- parametric and non-parametric- and apply the same and familiarize the learners with techniques of certain higher statistical models.</li> <li>➤ To understand the various applications used in Business Research for research decision.</li> <li>➤ To have adequate knowledge of measurement &amp; scaling techniques as well as the quantitative data analysis and hypothesis testing procedures.</li> <li>➤ Have basic knowledge on analysis of variance, Non –Parametric tests, and applications of canonical correlation.</li> </ul>		
<b>Unit-I</b>	Qualitative and Quantitative Research Methods- Methods of Qualitative Research- Preponderance of Quantitative Research- Application of the Techniques of Statistics in Research –Intelligent use of Measures of Central Tendency, Measures of Dispersion, Measures of Symmetry & Asymmetry and Association of Attributes.		
<b>Unit -II</b>	Measures of Relationship: Partial and Multiple Correlation and Regressions in research – Comparison of Multiple linear regression, Multiple nonlinear regression and Multiple logistic regression- Interpretation of Multiple regression Coefficients.		
<b>Unit-III</b>	Test of Hypothesis - Null Hypothesis and Alternative Hypothesis - Level of Significance - Confidence Interval - Type I and Type II errors. Parametric tests : Testing of means - Testing for difference between means – Related / unrelated samples - Testing of Proportions - Testing for difference between Proportions - Testing for comparing variance, correlation coefficient and regression coefficient to hypothesized population variance, correlation coefficient and regression coefficient.		
<b>Unit-IV</b>	Analysis of Variance: Uses and principles of ANOVA - Setting up analysis of variance table - One way, two way, two-way with interaction and Latin Square techniques - Coding method - Friedman test - Kruskal Wallis test- Post Hoc Tests in ANOVA: LSD, HSD and Scheffe's test.		
<b>Unit -V</b>	Non-Parametric Tests: Nature and significance - Sign Test, Run Test, Cohen's kappa, Siegel-Tukey test and Mann-Whitney U test- Chi Square test : Nature importance and Steps involved - Applications for test of goodness of fit, Relationship and Association- Yates Correction.		
<b>Unit-VI</b>	Concepts and applications of Canonical correlation, Heteroscedasticity, Cronbach's Alpha, Factor Analysis, Cluster analysis and Conjoint analysis- Elucidation of Autoregressive Conditional Heteroscedasticity (ARCH) and Autoregressive Moving Average (ARMA) models.		

**Suggested Readings:-**

Grewal P.S., *Methods of Statistical Analysis* , Sterling Publishers

Gupta S.C., (2019) *Fundamentals of Statistics* , Himalaya Publishing House

Gupta S.P., (2019), *Statistical Methods*, Sultan Chand & Sons

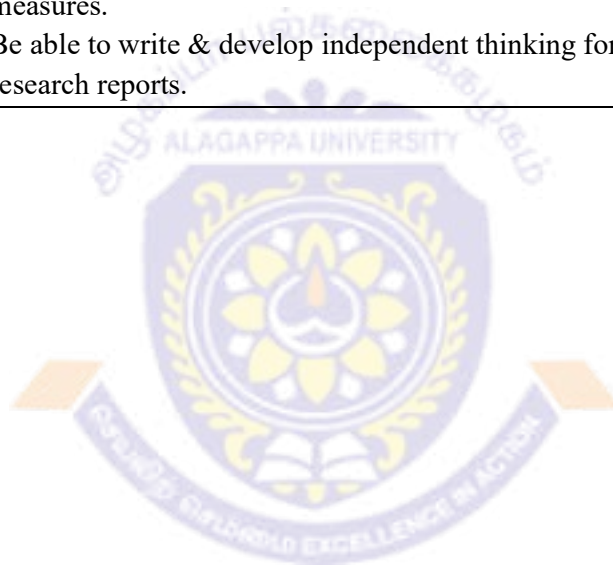
Levin I.V., *Statistics for Management*, Pearson Publications

Patterson, *Statistical Methods for Business and Economics*, McGraw-Hill Inc.,

**Outcomes**

The learners should be able to:

- Choose an appropriate statistical tool for description of economic / business / commercial / managerial phenomena with quantitative emphasis.
- Gain Upgraded knowledge by the exposures to the applications of advanced statistical models of Tests, etc.
- Be able to formulate research problem and develop a sufficiently coherent research design.
- Have a basic awareness of data analysis, including descriptive & inferential measures.
- Be able to write & develop independent thinking for critically analyzing research reports.



**(No University Written Examination. Only Viva-Voce Based Course)**

<b>Semester I</b>			
<b>Course Code:</b> <b>671103</b>	<b>PROFESSIONAL COMPETENCY DEVELOPMENT*</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"><li>➤ To build and broaden the General Awareness level of learners in the fields of economy, polity, society and business.</li><li>➤ To facilitate the use of electronic gadgets and Internet in improving the teaching-learning and research process and to develop the classroom communication and presentation skills.</li><li>➤ Learn the fundamental ideas in personal and social skills that matter most to employers.</li><li>➤ Examine the skills necessary for long-term success in both your personal and professional life.</li><li>➤ Apply your problem-solving, decision-making, and values-clarification skills to address long-term professional development goals.</li></ul>		
<b>Unit-I</b>	<b>General Awareness:</b> Individual and Group Presentations on contemporary economic, social and business issues – Reports on Industry Analyses, Trade Analyses and Export – Import Trends – Comparative Studies of Countries and Economies – Presentations on Recent Research Problems in the chosen areas of specialization		
<b>Unit -II</b>	<b>Internet and Computers in Teaching – Learning and Research:</b> Computer Lab Sessions to demonstrate use of Online Journals – Sourcing of Online Research Articles from databases like EBSCO, Emerald Insight, PROWESS, Elsevier Science Direct, etc., - Subscribing to Online Research Forums like DocSig, Corporate Research Forum, SSRN, Global Development Network (GDN), etc. – Preparing professional PowerPoint Presentations		
<b>Unit-III</b>	<b>Classroom Communication :</b> Testing of Conceptual Clarity through Quizzing – Mentoring and Tutoring Skills to help Slow Learners – Nuances of Written Communication in preparing Lecture Notes, Case-let and Case Writing for Classroom Use.		
<b>Unit-IV</b>	<b>Pedagogical Skills:</b> Use of Case Study Method, Situational Analysis Method and In Basket Exercises in Teaching – Use of Multimedia Tools like LCD Projectors and Laptops for presentations and Interactive Instructions – Games and Simulation relevant to the Area of Specialization – Student Performance Measurement Methods like Grading, Relative Grading, Percentile Method and Measurement Indicators like Mean, Median and Standard Deviation of Students' Scores in examinations.		
<b>Unit -V</b>	<b>Research Article Writing Skills:</b> Presentations on Review of Research Articles in chosen areas – Analyzing and understanding styles and formats of articles in refereed National and Internal Journals – Abstract, Keywords, Footnote and Citation Styles in Articles – Cross referencing - Preparation of Articles for Magazines		
<b>Unit-VI</b>	<b>Project Proposals and Research Proposals:</b> Components of Project Proposals – Identifying funding agencies (like DAAD, UKIERI, DST, UGC, AICTE, ICSSR etc.) and analyzing the requirements – Research Proposals: Exercises on Research Questions, Research Gaps and Outcome of Research identification in chosen research areas – Presentation of Proposals		

**Suggested Readings:-**

Anderson, *Thesis and Assignment Writing*, John Wiley & Sons Inc.

Barbara Mae. Raymond W. Preiss Gayle(2018),*Class Room Communication and Instructional Processes*, Routledge

Cooper, Pamela J, Simonds, Cheri, *Communication for the Classroom Teacher*, Pearson

Deborah Diadiun Leu, Deborah Diadium Leu, Donald J. Leu, Katherine R. Leu,*Teaching with the Internet: Lessons from the Classroom*, Christopher-Gordon Publications

Spencer, Rajah(2019), Narayan, Mohan and Lahiri,*The Indian CEO: A Portrait of Excellence*

SAGE Publications Pvt. Ltd.

**Outcomes**

The learners should be able to:

- Demonstrate and articulate the competency set of an effective teacher in the present context
- Enhance the professional use of Internet and electronic devices like LCD and Laptops and adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn
- Enhance pedagogical and research article writing skills for the advancement of research.
- To understand the research methods and modern technological tools for the development of research.
- To educate about both domestic and foreign research funding organisations.



<b>Semester II</b>			
<b>Course Code:</b> 671201	<b>RESEARCH FOR CORPORATE DECISIONS</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the scope for research in functional and strategic areas of businesses.</li> <li>➤ To familiarise learners in formulating research problems and carrying out there search projects in various areas of business</li> <li>➤ Understanding and expanding knowledge in financial decision-making research</li> <li>➤ Ascertain the issues and the recent developments of research in capital market</li> <li>➤ Illustrate the concept of Corporate Governance, research on corporate strategies and research on corporate laws.</li> </ul>		
<b>Unit-I</b>	Corporate Decisions: Concept and process – Research as a decision support system – Component of corporate research dimensions - Research on functional areas – Corporate Laws – Corporate Governance – Policy Research and Institutional research in the context of Liberalization, Privatization and Globalization.		
<b>Unit -II</b>	Research for Financial Decisions: Cost of capital and capital structure – Risk – return- patterns of projects – Working capital management – Credit management – Financial information system – Tax implication of financial decision.		
<b>Unit-III</b>	Research for Capital Market Decisions: Primary market – Trend and determinants – Secondary Market – Trend, volatility and determinants – Investor behaviour and protection – Global capital market instruments and institutions – Capital Market information system.		
<b>Unit-IV</b>	Corporate Governance – Reasons for CG success – Consequences of Mis – governance – Requirements to strengthen corporate governance – Corporate Ethics – Factors that influence ethics in an organization – Code of conduct for board members – Functioning of Board – Training for Board of Directors – Evaluation of the Board – CSR –Significance – CSR guideline – CSR awards – Shareholder democracy		
<b>Unit -V</b>	Research on Corporate Strategies : Strategic alliances and divorces – Corporate Restructuring – Mergers and acquisitions – Disinvestment – Re-organization – Re- engineering – Needs – Types – Tools – Takeovers – Types – Defences.		
<b>Unit-VI</b>	Research on Corporate Laws: Research on issues relating to Company Law, Environmental Laws, Foreign Exchange and Management Act, Consumer Protection Act, Intellectual Property Laws and Securitization Act.		
<b>Suggested Readings:-</b>			
Bhuvneshwar CS. Mishra (2019), <i>Ethics Governanace and Sustainability</i> , Taxmann Publication Pvt Ltd.			
Govinda Bhat, K.and Sumitha Ayodhya,(2019) <i>Business Ethics and Corporate Responsibility</i> , Himalaya Publishing House			
Dr.Maheshwari ,S.N. (2019), <i>Financial Mangement Principles and practice(15<sup>th</sup> ed.,)</i> , Sultan Chand & Sons			

Mamoria C.B and.Gankar S.V (2018), *Personnel Management*, Himalaya Publishing House.  
Weston and Brigham, *Managerial Finance* , Holt, Rinehart and Winston  
Publishers

**Outcomes**

The learners should be able to:

- Choose an appropriate research problem and formulate the problem
- Present a design for research on any research problem and execute the same.
- To determine how new practices, technology, and strategies will impact overall effectiveness of research
- Analyse the contemporary issues in all the functional areas of research in corporate decisions.
- Become well knowledgeable about the fundamentals of research.



## 671999- Dissertation & Viva-Voce

'Dissertation' has been prescribed as part of the syllabi to make the students understand the scientific and systematic method of finding out solutions to problems faced by the corporate sectors on various issues relating to functional areas. The candidate has to submit a Dissertation Report at the end of the completion of Dissertation for evaluation. Candidates will be subjected to Viva voce oral examination on the basis of Dissertation Report submitted by them. A panel of examiners consisting of the HOD, the faculty member concerned and an external examiner will jointly evaluate the candidates and award the marks.

### Evaluation of Dissertation and Viva Voce Examination

Internal Examiner	External Examiner	Viva Voce (oral)	Total
75Marks	75Marks	50 Marks	200 Marks



## **MANAGEMENT CAMPUS**