



MASTER OF PHILOSOPHY IN COMMERCE

Regulations and Curriculum 2019

Department of Commerce

Master of Philosophy (M.Phil.)

Provisions of the Annamalai University Act 2013

1.1 Preamble

In accordance with the provisions of Section 31 (b) of the Annamalai University Act 2013, the following Annamalai University Ordinance Governing the Award of the Degree of Master of Philosophy is prepared with the approval of the Syndicate.

Annamalai University awards M.Phil. Degree to a candidate who, in accordance with the following regulations, has successfully completed the prescribed courses of study, has submitted a thesis based on original independent research work done by him/her in any discipline, has had the thesis adjudicated and approved by a panel of suitably constituted examiners, and has defended the thesis in the presence of experts and the Public.

1.2 Governing Guidelines

The guidelines governing the award of Master of Philosophy Degree Programmes by the University are based on the UGC (Minimum Standards and Procedures for the Award of M.Phil./Ph.D. Degree) Regulations, 2016.

1.3 Master of Philosophy Degree Programmes

Facilities exist for research leading to the award of M.Phil. Degree Programmes in the following Faculties:

| Faculty | Departments /Disciplines |
|-------------------------|--|
| Arts | English, History, Political Science, Public Administration, Economics, Sociology, Social Work, Commerce, Population Studies, Business Administration, Rural Development, Library & Information Science, Philosophy. |
| Science | Mathematics, Statistics, Physics, Chemistry, Botany, Plant Biology & Plant Biotechnology, Zoology, Environmental Biotechnology, Bioinformatics, Geology, Applied Geology, Geo-informatics, Biochemistry, Biotechnology, Microbiology, Computer Science, Computer Applications. |
| Marine Sciences | Marine Biotechnology, Marine Microbiology, Marine Food Technology, Marine Biology & Oceanography, Coastal Aquaculture, Ocean Science & Technology. |
| Indian Languages | Tamil, Hindi, Linguistics, Indian Diaspora and Migration Studies. |
| Education | Education, Psychology, Physical Education, Yoga. |
| Fine Arts | Music |

1.4 Duration of the Programme

- i) The M.Phil. programme is for 1 year spread over two semesters. The programme including M.Phil. dissertation shall be completed within a maximum period of 2 years. No registration shall be permitted beyond the period of 2 years from the date of admission to the programme.
- ii) In order to be eligible for the award of the Degree of Master of Philosophy, a candidate shall have to obtain 50 per cent of the maximum marks in (1) each of the prescribed Courses (2) Dissertation and (3) Viva-voce examination.

1.5 Research Supervisor

A research Supervisor/Co-supervisor who is a Professor, at any given point of time, cannot guide more than Three (3) M.Phil. Scholars. An Associate Professor as Research Supervisor can guide up to a maximum of Two (2) M.Phil. Scholars and an Assistant Professor as Research Supervisor can guide up to a maximum of One (1) M.Phil. Scholar.

There shall be no compulsion on or by the Supervisors to hold the full complement of research Scholars all the time.

1.6 Leave Rules

The women candidates and Persons with Disability (more than 40% disability) may be allowed a relaxation of one year for M.Phil. in the maximum duration. In addition, the women candidates may be provided Maternity Leave / Child Care Leave once in the entire duration of M.Phil. for up to 240 days.

1.7 Course Work

- 1.7.1 The Head of the Department shall function as the Chairperson of the M.Phil. programme.
1.7.2 The syllabus for the M.Phil. course work shall be approved by the Board of Studies of each department.
1.7.3 All M.Phil. Students shall take 3 courses of 6 credits spread over two semesters.

Course-I: Research Methodology: This will be common to all the students of the department.

Course II: Core Subject: This may be common to all the students of a Department.

Course III: Field of Specialization: This will be on the Field of Specialization. There will be a separate question Course for each specialization.

SCHEME OF EXAMINATIONS

The one year M.Phil Programme carries 30 credits and shall be distributed as follows:

| Semester | Course | Credit | Total Marks |
|----------|--|-----------|-------------|
| First | Course-I: Research Methodology | 6 | 100 |
| | Course-II: Financial and Business and Organisations | 6 | 100 |
| Second | Course-III: Field of Specialization (Course 3.1 to 3.11) | 6 | 100 |
| | Dissertation | 8 | 100 |
| | Viva-Voce | 4 | 100 |
| | Total | 30 | 500 |

Course-I: RESEARCH METHODOLOGY (6 CREDITS)

This is Common to all the students of the Department.

Course-II: FINANCIAL AND BUSINESS ORGANISATIONS (6 CREDITS)

This is common to all the students of the Department

Course-III: FIELD OF SPECIALIZATION (6 CREDITS)

There are 11 areas of specialization and the candidate would select an appropriate course based on his/her area of research.

- 1.7.4 Examination for Course I and II will be held at the end of the first semester and the examination for Course III will be held at the end of the second semester.
- 1.7.5 M.Phil. students will sign the attendance register maintained in the Department on all working days. He/She is expected to put in a minimum of 80% attendance for the course work, failing which the candidate will not be permitted to appear for the examination.
- 1.7.6 A candidate will not be permitted to appear for the written examination on more than two occasions. If a candidate fails in any course after two attempts, he/she will not be entitled to submit his/her dissertation. The candidate has to rejoin the programme as a fresh student.

Course Work

The class-room instructions will be given by teacher specialists during the first semester while the Teacher Supervisor will be the course instructor for course III during the second semester.

1.8 Dissertation

- 1.8.1 After the successful completion of the three courses, each candidate is required to submit a dissertation on the topic of his/her research at the end of the year but within a period of two years from the date of commencement of M.Phil. Programme.
- 1.8.2 It is the responsibility of the Research Supervisor and the research scholar to obtain approval from the relevant ethical committee before initiating the research work (Cf. Ph.D. Ordinance). No research can be undertaken in this line until all of the required approvals and authorisations have been granted from the appropriate ethical committees.
- 1.8.3 The candidate shall submit his/her M.Phil. Dissertation after the completion of one year from the date of joining the programme and after having been declared to have passed all the three courses.
- 1.8.4 Three copies of the dissertation shall be submitted together with the submission fee, and 'no dues' certificates from the department and Central Libraries, Hostel, Stores etc. The Research Supervisor shall forward the dissertation copies with the enclosures to the Director, Centre for Academic Research through the HOD and the Dean concerned.
- 1.8.5 The dissertation shall contain a Certificate from the research supervisor (Annexure-1) specifying that the dissertation submitted is a record of research work done by the candidate during the period of study under him/her, and that the dissertation has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or similar title.
- 1.8.6 The dissertation shall also contain a Declaration by the candidate (Annexure-2) that the work reported in the dissertation has been carried out by the candidate himself/herself and that the material from other sources, if any, is duly acknowledged and no part of the dissertation is plagiarised.
- 1.8.7 The dissertation for language subjects will be in the respective language. However, the title and the certificates shall be given in English, besides the respective languages.
- 1.8.8 The Research Supervisor shall provide a Panel of three examiners to evaluate the dissertation which will be forwarded by the HOD to the Director, Centre for Academic Research through the Dean together with the dissertation copies.

- 1.8.9 The M.Phil. dissertation will be evaluated by one External Examiner chosen from the panel submitted.
- 1.8.10 The External Examiner shall evaluate the dissertation and fill in the marks obtained. He/She shall also send a report on the merit of the dissertation in the Performa provided by the Director, Centre for Academic Research and give a list of questions to be asked in the Viva-voce examination.
- 1.8.11 On receipt of the evaluation report from the External Examiner regarding the acceptability of the dissertation, a public Viva-voce examination will be conducted by the Head of the Department and the Research Supervisor.
- 1.8.12 If the Head of the Department happens to be the Research Supervisor, one of the senior Faculty in the department shall be appointed as Internal Examiner.
- 1.8.13 The Viva-voce examination shall be held only on working days.
- 1.8.14 The purpose of the Viva-voce is to test the understanding of the student on the subject matter of the thesis and the competence in the general field of study. The student shall be asked to make a brief presentation before the audience and answer the questions raised by the examiners and the audience.
- 1.8.15 The Viva-voce examination shall be held with all seriousness befitting the solemnity of an examination and no attempt shall be made to treat it as a mere formality.
- 1.8.16 After the Viva-voce examination, the Chairman (HOD) shall send the Minutes together with the marks awarded for the Viva-voce examination to the Director, Centre for Academic Research through the Dean.

1.9 Marks and Grading

- 1.9.1 A student is deemed to have cleared the M.Phil. Programme only if he/she has more than 80% attendance, appeared in the end semester examination, and pass the courses.
- 1.9.2 The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by Grade Point Average (GPA), while the continuous performance will be rated by Overall Grade Point Average (OGPA).
- 1.9.3 A student has to obtain a minimum of 50% of marks or its equivalent grade wherever grading system is followed in the course work in order to be eligible to continue in the programme and submit the dissertation.

II. Eligibility Criteria

2.1 General Eligibility

For admission to the M.Phil. Programme, a candidate has to fulfil the following minimum qualifications:

Note: For all the Candidates who have passed Master's Degree through Open University system are not eligible to apply; however, candidates who have secured their Master's Degree under (11+1) or (10 + 2) +3 +2, and (10 + 2) + 5 pattern of programmes of study are eligible.

- 2.2** A relaxation of 5% of marks from 55% to 50% or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy layer) / differently Abled or for those who had obtained their Master's degree prior to 16th September, 1991. The eligibility marks of 55% (or an equivalent grade in a point scale wherever grading system is followed)

and the relaxation of 5% to the categories mentioned above are permissible based only on the qualifying marks without including the grace mark procedures.

- 2.3** Teachers of Annamalai University who have put in two years of service are eligible to register for M.Phil. (Part-time) degree as per eligibility norms. Such applicants should send completed applications to the Registrar through proper channel.

Note: While granting admission to M.Phil. Programmes, due attention shall be paid to the State Reservation Policy.

2.4. Admission to Foreign Students

- 2.4.1 Students who have obtained their Master's Degree or equivalent outside the Indian Universities system are eligible for admission to M.Phil. Programme.

- 2.4.2 Foreign Students selected under various scholarship schemes, either by the Ministry of Education and Culture or the Ministry of External Affairs, will be given admission on the recommendations/sponsorship of the respective Ministry.

- 2.4.3 Self-supporting foreign students seeking admission should possess a Research VISA issued by the Indian Embassies abroad and produce a No Objection Certificate from the Ministry of Education, Government of India, after clearance from the Ministry of External Affairs.

2.5 Discipline-wise Eligibility

2.5.1 Faculty of Arts

a. **English**

A pass in Master's Degree in English with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **History**

A pass in Master's Degree in History / M.A History & Heritage Management / M.A. Ancient History & Archaeology / M.A History & Tourism Management / any other Master's Degree relevant to the field of History with a minimum 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. **Political Science**

A pass in Master's Degree in Political Science / International Relations / Human Rights with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Public Administration**

A pass in Master's Degree in Public Administration / Social Welfare Administration / Police Administration / Development Administration with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Economics**

A pass in Master's Degree in Economics / Applied Economics / Mathematical Economics / Econometrics / Business Economics / Environmental Economics / Development Studies / Rural Economics / Rural Development / Women Studies / Gender Studies / Business Studies / Disaster Management / Rural Management / Environmental Management with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

f. **Sociology**

A pass in Master's Degree in Sociology / Social Work (MSW) with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

g. **Social Work**

A pass in Master's Degree in Social Work (MSW) with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

h. **Commerce**

A pass in Master's Degree (M.Com) in Commerce / Accounting Information System/Accounting & Finance/ International Banking /International Business, banking and Insurance/Business Intelligence/ Financial Services / Business Studies / Co-operative Management / M.Com. Five Year Integrated Programme/ M.A. Co-operation / M.A. Corporate Secretaryship / Master of Bank Management / Master of Business Studies / Master of Financial Services / International Business/Master of Financial Management and Master of Financial Control with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

i. **Population Studies**

A pass in Master's Degree in Population Studies and other disciplinary courses viz. Hospital Administration / Hospital Management / Project Management / Sociology / Economics / Commerce / Management / Psychology / Geography / Statistics / Social Work / Rural Development / Anthropology / Medicine / Nursing / Public Health / Education / Adult Education / Mathematics / Actuarial Science / Population & Development / Master of Health Social Sciences (MHSS) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

j. **Business Administration**

A pass in Master's Degree in Business Administration with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto

k. **Rural Development**

A pass in Master's Degree in any field of study with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent there to.

l. **Library & Information Science**

A pass in Master's Degree in Library & Information Science with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

m. **Philosophy**

A pass in Master's Degree from M.A.(History / Political Science / Sociology) / M.S.W.(Master of Social Work) and any other Master's Degree relevant to the field of Philosophy & Religion with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

2.5.2 Faculty of Science

a. **Mathematics**

A pass in Master's Degree in Mathematics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **Statistics**

A pass in Master's Degree in Statistics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. **Physics**

A pass in Master's Degree in Physics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Chemistry**

A pass in Master's Degree in Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Botany / Plant Biology & Plant Biotechnology**

A pass in Master's Degree in Botany / Herbal Science / Plant Biology and Biotechnology / Plant Sciences / Biotechnology / Molecular Biology / Microbiology and Genetics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

f. **Zoology**

A pass in Master's Degree in Zoology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

g. **Environmental Biotechnology**

A pass in Master's Degree in Environmental Biotechnology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

h. **Bioinformatics**

A pass in Master's Degree in Bioinformatics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

i. **Geology / Applied Geology**

A pass in Master's Degree in Geology / Applied Geology / Marine Geology / Geo-Physics / Geo-Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

j. **Geo-informatics**

A pass in Master's Degree in Geo-informatics / Geology / Applied Geology / Marine Geology / Geo-Physics / Geo-Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

k. **Biochemistry**

A pass in Master's Degree in Biochemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

l. Biotechnology

A pass in Master's Degree in Biotechnology / Biochemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

m. Microbiology

A pass in Master's Degree in Microbiology / Applied Microbiology / Industrial Microbiology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

n. Computer Science / Computer Applications

A pass in M.Sc. (Computer Science / Information Technology / Information Science / Software Engineering / Computer Technology) / MCA with a minimum of 55% or its equivalent grade point average in the relevant discipline of this University or any other University accepted by the Syndicate as equivalent thereto.

2.5.3 Faculty of Marine Sciences

a. Marine Biology & Oceanography

A pass in Master's Degree in Marine Biology & Oceanography / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Pharmacology / Marine Sciences / Conservation of Marine Environment / Forestry / Oceanography & CAS Marine Biology / Environmental Sciences / Marine Studies & Coastal Resource Management / Marine Biology & Fisheries with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. Coastal Aquaculture

A pass in Master's Degree in Coastal Aquaculture / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Pharmacology / Coastal Aquaculture and Marine Biotechnology / Applied Fisheries & Coastal Aquaculture with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. Marine Biotechnology

A pass in Master's Degree in Marine Biotechnology / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Marine Studies & Coastal Resource Management / Applied Microbiology / Oceanography & Coastal Area Studies / Ocean Science & Technology (Integrated) / Pharmacology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Marine Microbiology**

A pass in Master's Degree in Marine Microbiology / Marine Biotechnology / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Microbiology / Industrial Microbiology / Agriculture Microbiology / Applied Microbiology / Conservation of Marine Environment with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Marine Food Technology**

A pass in Master's Degree in Botany / Zoology / Aquaculture / Biochemistry / Biotechnology / Microbiology / Fishery Science / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Marine Studies & Coastal Resource Management / Applied Microbiology / Oceanography & Coastal Area Studies / Ocean Science & Technology (Integrated) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

f. **Ocean Science & Technology**

A pass in Master's Degree in Ocean Science & Technology / Geology / Applied Geology / Geoinformatics / Environmental Sciences / Environmental Engineering / Mathematics / Physics / M.E. Energy Engineering and Management / M.E. Disaster Management and Engineering / M.E./M.Tech. Remote Sensing & GIS / M.Tech. Coastal Management and M.E. Environmental Engineering with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

2.5.4 Faculty of Indian Languages

a. **Tamil**

A pass in Master's Degree in Tamil with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **Hindi**

A pass in Master's Degree in Hindi with a minimum of 55% marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

c. **Linguistics**

A pass in Master's Degree in any language with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto can be admitted in the M.Phil. Degree Programme in Linguistics and he/she has to complete the certificate course in Linguistics conducted by the CAS in Linguistics before submitting the M.Phil. Dissertation.

d. **Indian Diaspora and Migration Studies**

A pass in Master's Degree in Indian Diaspora and Migration Studies or other interdisciplinary programmes in Arts and Social Sciences or Humanities or Language with a minimum of 55% marks or in an examination recognized as equivalent thereto.

2.5.5. Faculty of Education

a. Education

A pass in Master's Degree in Education (M.Ed./M.A. Education) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. Psychology

A pass in Master's Degree in M.A./M.Sc. Psychology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. Physical Education

A pass in Master's Degree (M.P.Ed./M.P.E.) in Physical Education with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. Yoga

A pass in Master's Degree (M.Sc. or M.A.) in Yoga with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

2.5.6 Faculty of Fine Arts

Music

A pass in Master's Degree in M.A. Music / M. Music / M.F.A. Music / Master of Performing Arts in Classical Music with a minimum of 55% of the aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

3.3 Scholarship

The students of Annamalai University can avail the Government Scholarships subject to eligibility.

- i. **UGC: Rajiv Gandhi National Fellowship (RGNF)** for SC/ST students doing Research work for the award of M.Phil.
- ii. **UGC-NET-JRF.**
- iii. **UGC-BSR Research Fellowship in Sciences** for meritorious students in the various faculties (applicable to all Department of Sciences, Agricultural Sciences, Engineering Sciences).
- iv. **Indian Council of Medical Research (ICMR), Indian Council of Social Science Research (ICSSR), Council of Scientific and Industrial Research (CSIR) Fellowships**, New Delhi.
- v. **DST-Inspire Programme** – Ministry of Science and Technology, New Delhi.
- vi. Fellowship / Scholarship sanctioned by various Funding Agencies.
 1. UGC Scheme for award of Post Graduate Scholarship for professional programmes for SC/ST candidates.
 2. Post Graduate Indira Gandhi Scholarship for single girl Child: This is only for the Candidate who happens to be single Girl child of the family (having no brother or sister) and who has taken admission in regular full time Master's Degree Programmes in recognised University or a Post Graduate College in conventional basic subject.

Note: This advertisement of the above Research Schemes will be published in all leading news Courses and the Guidelines are available on the respective Website of the funding agencies.

- vii. **Post Metric Scholarship** will be awarded to the students studying M.Phil. Degree Programmes including self-supporting programmes who belong to SC/ST community and also converted students whose parents/ guardians annual income from all sources does not exceed from Rs. ` 2,50,000/-.

Scholarships Sanctioned By the Government of Tamil Nadu

- 1) **Application Fee Concession to SC/ST and Converted Christian Students:** Entrance/Course Application fees concession is granted to students belonging to SC/ST Community and Converted Christian by the Government Tamil Nadu (G.O. No. 111. 22.09.1998).
Tuition Fee Concession to SC/ST and Converted Christian Students: Full Tuition fee concession is granted to students belonging to SC/ST community and converted Christian under the rule 92 of Tamil Nadu Education Rules by the Government of Tamil Nadu [92-TNER].
- 2) **SC/ST Communities and Converted Christian Students (converted from SC/ST)** whose Parent's/Guardian's income from all sources should not exceed Rs. 2,50,000/-.
- 3) **Other State Scholarship:**
 - i. **Other State Scholarships** for SC/ST/BC/OBC/EBC students.
 - ii. **"ISHAN UDAY" Scholarship for Northern Eastern Region Students.**
- 4) **Minority Scholarship:** Minority Scholarship award on the basis of merit cum means for minority community students.
- 5) **Higher Education Special Scholarship:** In addition to the Post Metric Scholarship, Higher Education Special Scholarship is awarded to the hostel students belonging to SC/ST and Converted Christian community and the number of scholarship is limited by the Government. The Annual income from all sources should not **exceed Rs. 2, 50,000/- per annum.**
- 6) **BC/MBC/DNC Scholarship:** The Scholarship will be awarded to the Students belonging to **BC/MBC/DNC** communities whose Parent's/ Guardian's income from all sources should not **exceed Rs. 2,50,000/- per annum.**
- 7) **Fee Concession to Blind Students:** Under rule 92 (TNER), Full Tuition fees concession is granted to blind Students belonging to all communities whose parents/Guardians annual Income should not exceeds Rs. **24,000/-.**

IV. Admission Procedure

Departmental Research Committee (DRC)

Departmental Research Committees shall be constituted for effective coordination of the research activities of the departments. Eligible candidates will be selected for the admission to the M.Phil. Programme based on the recommendation of the DRC.

- 4.1 The Departmental Research Committee (DRC) will be responsible for selection of candidates for the M.Phil. Programme. The Constitution and Functions of the DRC are described in the Ph.D. Ordinance.
- 4.2 The selection of candidates for admission to the M.Phil. Programme shall be based on both a entrance test and an interview. The written test shall comprise objective type questions for 75 marks and examine research aptitude, grasp of the subject, intellectual ability, and general knowledge of the prospective candidates. The interview will be conducted for 25 marks.
- 4.3 The candidates shall indicate the broad area of research at the time of application and chosen area of research at the time of interview.
- 4.4 Only a predetermined number of students may be admitted to the M.Phil. Programme.
- 4.5 The allocation of the Research Supervisor for a selected student will depend upon the specialization of the research supervisors, and the research interest of the student as indicated during the interview by the student. *In no case, the allocation of research supervisor shall be left to the individual student or teacher.*
- 4.6 The "Minutes of the DRC" shall indicate the chosen guide and the research area of the candidate. The Minutes of the DRC together with the selected list of candidates will be sent to the Registrar through the Head of the Department (HOD) and Dean of the concerned faculty.
- 4.7 A candidate provisionally selected for admission for the M.Phil. Programme shall join on or before the specified date after paying the prescribed fees and verification of certificates. Original certificates submitted at the time of admission are not returnable until the candidates complete the programme. Before the certificates are surrendered for admission, the candidates are advised to have with them attested copies of mark list or other certificates that may be required for applying for scholarship etc.
- 4.8 A student registered for the M.Phil. Degree shall not register for any other degree of any university either in a formal programme or a non-formal programme. However, the scholars can register for not more than one certificate/diploma programme of one year duration through the correspondence stream of Annamalai University.
- 4.9 A full time scholar shall not undertake any employment either part-time or full time.

V. Code of Conduct

The following code of conduct shall be observed by the students who are admitted.

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- i. The students should conduct themselves in an exemplary manner so as to be model for other students.
- ii. All students will have to strictly adhere to the rules and regulations of the University.

- iii. RAGGING: The candidates should not indulge or participate in any kind of ragging. If they are found to have indulged in ragging in the past, or noticed later, the candidates will be removed from the roll of the institution at whatever stage of study and criminal action will be taken against the candidates.
- iv. **If any student is involved in ragging or any other anti- social activities, he/she will be expelled and criminal proceedings will be launched against him/her.**
- v. The students should be present during all working days and sincerely apply themselves to studies.
- vi. The students should attend the classes regularly and punctually and should fulfil the attendance requirement of 80% as prescribed by the University, to be eligible to appear for the University Examinations.
- vii. The campus is "Tobacco Free" and "Liquor Free". Any violation of this will result in dismissal from the program.
- viii. Use of mobile phones and other electronic gadgets are not permitted in the class rooms, examination, halls, faculty premises, university organized functions / programs / extracurricular and co-curricular activities.
- ix. The students are forbidden from using motorized vehicles, including powered two wheelers, inside the campus.
- x. **Dress Code:** Students need to wear formal dress largely covering them like Sarees / Churidhar with dupatta for ladies and Trousers, Pant & Shirt for men.

5.2 General Instructions for Applicants

- i. The University reserves the right to decide on fixing the fee for admission, course work examination and thesis submission from time to time.
- ii. The fee and the caution deposit will be refunded after deducting the service charge of **Rs. 1,000/-** if the candidate discontinues the programme before commencement of classes.
- iii. However, in case a candidate discontinues the programme on or after the date of commencement of classes, tuition fee will not be refunded.
- iv. The candidates who have joined a programme and wish to discontinue, should pay the tuition fee in full.
- v. Tuition fee should be paid by the candidate as prescribed by the University from time to time.
- vi. Tuition fee for the entire programme together with arrears, if any, shall be payable by the student before Transfer Certificate is issued
- vii. No certificate will be issued, unless the candidate has cleared all the arrears of fees etc., due to the University.
- viii. Caution deposit shall be refunded on application after adjustment towards any dues from the student. Application for refund of caution deposit should be submitted after the submission of thesis.
- ix. With regard to any dispute arising in relation to admission, examinations, remittance of fees, etc., the place of jurisdiction for the purpose of filing a suit or preferring a

complaint or taking any legal proceedings against the University, will be Chidambaram Town only.

3 General Information

The following procedures should be followed for applying/getting certificates viz. Bonafide/Course completion/Mark lists etc. with the fee prescribed by the University.

- i. **General:** Mark list for each Semester/Year during the period of study will be issued by the University and distributed through the respective department of study. On completion of the program, Provisional Certificate will also be distributed through the department concerned.
- ii. **Migration Certificate:** This certificate will be issued only on demand to those who have planned to undergo higher studies in any Educational Institution in India.
- iii. **Duplicate Certificate – Mark List/Degree:** A certificate from the police department is required to be produced for the loss of certificates indicating that the certificates were actually lost beyond recovery.
- iv. **Degree Certificate:** Notification will be issued in the leading dailies during the month of September/October every year for calling of application forms for getting Degree Certificate at the Convocation. Students shall apply for the same in the prescribed form which can be obtained from the University.
- v. **Personal File:** Students are advised to maintain a personal file containing all academic records such as challan for remittance of tuition fee, exam fee, condonation fee etc. till the completion of his/her studies
- vi. **Re-admission:** If any attendance deficiency during the tenure of his/her studies, shall apply for re-admission through the Heads concerned along with the photocopy of his/her previous semester/year mark list/s as proof for having appeared for the University Examinations.
- vii. **Change of Name/Date of Birth:** Candidate who wishes to change of Name, date of Birth, of his/her name should be made only during the period of study by producing a copy of "Gazette Notification" from the respective Government No. such change shall be entertained after completion for his/her studies in the University.

Programme Objective:

The overall programme objective of M.Phil. degree is to empower the Research Scholars to enable them to equip and to gain expertise themselves in the field of Research Methodology, Financial and Business Organizations, Human Resource Management, Organization Behaviour, Business Environment, Entrepreneurial Development, Co-operative Management, Marketing Management, Insurance Management, Technology Banking, Financial Management, Financial Markets and Services and International Business.

Programme Learning Specific Objectives:

The objective of the programme is to enable the research scholars to:

- PLSO1** Gain expert knowledge in the field of Research Methodology and Business Organisations.
- PLSO2** Ever changing environmental business, Human Resources, Marketing Management, Organizational Behaviour and Entrepreneurial Development, the knowledge can be gained
- PLSO3** Impart expert knowledge about conducting research in International Business with relevant exposure to technology banking and Insurance Management.
- PLSO4** Equip the researchers with expert knowledge about the principles and Practice co-operation.
- PLSO5** Research problem solving and decision making areas in Financial Management and Financial Market and Services

PROGRAMME OUTCOME

- PO1** Critical thinking
- PO2** Cultivating Cognitive skills required in the job market
- PO3** Effective Communication
- PO4** Familiarity with ICT to thrive in the information age
- PO5** Cultivating aptitude for research
- PO6** Respect for alternate view-points including those conflicting with one's own perspectives
- PO7** Ability to work individually and as members in a team
- PO8** Upholding ethical standards
- PO9** Acting local while thinking global
- PO10** Commitment to gender equality
- PO11** Commitment to Sustainable development
- PO12** Lifelong learning

PROGRAMME SPECIFIC OUTCOMES

This M.Phil. Research programme would enable the students to gain proficiency in research methodology and application of research methodological practices in the chosen fields specialisations like Human Resource Management, organisational behaviour, business environment, Entrepreneurial development, Co-operative Management, Marketing Management, Insurance management, Financial Management, Finance Markets and Services and International Business. After completion of this research programme the scholars will be able to

- PSO1** Recall the time tested methodologies and research practices in the chosen field of respective specialisations.
- PSO2** Enable themselves to gain expert knowledge in the research methodology and chosen field of respective specialisations.
- PSO3** Demonstrate the professional skills in the research process and application of the chosen field of respective specialisations.
- PSO4** Identify the problems, prospects, growth and developmental areas of research in the chosen fields of respective specialisations.
- PSO5** Gain competence in the theoretical and conceptual parts of research methodology and expertise in the domain field of research undertaken.
- PSO6** Develop and write the research articles and publications on the chosen fields of respective specialisations.

Semester I

Course I: RESEARCH METHODOLOGY

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To train the research students to acquire necessary understanding of conducting various types of business research
- LO2:** To impart the research scholars to have a sound knowledge of sampling design, data collection methods and analysis of data
- LO3:** To inculcate in the minds of research scholars to learn the best practices of report writing on ethical basis

Course Outcomes:

After the successful completion of the course, the research scholars will be able to:

- CO1.** Identify the researchable problems and find the appropriate research design for the identified research problem and set objectives
- CO2.** Choose appropriate sampling design for the different types of research designs and research methods
- CO3.** Find and constructs variables from the various sources of data and determine and apply the appropriate tools for analysis for the identified areas of research
- CO4.** Ethically presenting and publishing the research findings in various forms (Journals, books volumes, Edited and Seminars and Conference papers)
- CO5.** Draft the research reports for the Target audience with appropriate styles of reporting in a scientific manner.

Unit I: Types of Research and Research Design

Meaning and Purpose of Research in Social Sciences – Types of research – Pure Research, Applied Research - Analytical, Descriptive, Historical and Experimental Research –Case Study Method - Interdisciplinary Method. Steps in Research – Selection and Formulation of Research Problem – Delimitation of the Scope of the Study – Setting up of the Objectives –Formulation of Hypotheses – Review of Literature – Research Gap in Literature Review.

Unit II: Sampling Techniques and Design

Methods of Sampling – Probability and Non-Probability Methods - Sampling Techniques – Sampling Errors –Sample Size and Bias in Sampling – Types of Sampling and Their Applications - Preparation of Survey Design.

Unit III: Collection of Data and Construction of Research Tools

Sources of Data – Direct and Indirect Sources – Use of Encyclopedias, Research Guides, Handbook etc., Academic Databases for Commerce Discipline. - Use of Internet in Research – Websites, search Engines, E-journal and E-Library – INFLIBNET. Methods of Collection of Data – Principles – Methods of Observation – Interview – Mailed Questionnaire – Interview Schedule – Check Lists – Pre-test and Pilot Study - Construction of Tools – Field Work– Processing of Data and Analysis.

Unit IV: Skill required for Researchers and Application of Ethics

Skill for publication of research articles – Layout of a Research Course, Journals in Commerce - Impact factor of Journals – edited volume – Seminar- Conference proceedings with ISSN and ISBN.. Presentation Skill – Customizing presentation, showing presentation, and printing handouts. Ethical issues in research: Importance and Code of Ethics in Research – Ethics and Research Process – Copy right – royalty - Intellectual property rights and patent law – Trade Related aspects of Intellectual

Property Rights – Reproduction of published material and accountability. – Plagiarism and Self-Plagiarism- Citation and acknowledgement

Unit V: Reporting format and Style of Reporting

Report Writing - Target Audience – (Research Supervisors, Adjudicators, UGC Government- Examiners and Public) -Types of Reports – Steps in Drafting Reports – Charts, Diagrams and Graphs. Contents of Report – Style of Reporting – Thesis and dissertation writing Manuals- Kate L. Turabian Style – MLA Style – APA style- Jonathan Anderson Style manual.

Text Books:

1. Amarchand D 2016 Research Methods in Commerce, Emerald Publication, Chennai.
2. Ghosh B.N 2016 Scientific Methods and Social Research, Sterling Publication New Delhi
3. Willkinson and Bhandarkar 2015 Methodology and Techniques of Social Research, Himalaya Publication, Mumbai.
4. David De Vays 2015 Research Design in Social Research, Saga Publication, New Delhi
5. Gorde WJ and Hatta PK 2014 Methods in Social Research. McGraw Hill, New Delhi

Supplementary Readings:

1. Partha Nath Mukherji 2012 Methodology in Social Research, Dilemmas and Perspectives, Sage Publications New Delhi .
2. Herman J, Ader 2014 Research Methodology in the Social Behavioral and Life Sciences Sage Publications New Delhi.
3. Young PV, 2015 Scientific Social Surveys and Research Prentice Hall of India Private Limited New Delhi.
4. Deepak Chawla Neena Sodhi 2017 Research Methodology, S. Chand and Sons, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | S | L | L | S | L | L | M | M | L | L | L | S | M | S | M | L | M |
| CO2 | S | L | L | S | S | M | L | M | M | L | L | L | S | S | M | S | S | M |
| CO3 | S | L | M | S | S | S | M | S | L | S | S | S | M | M | S | S | M | S |
| CO4 | S | S | S | S | S | L | L | S | M | S | S | S | S | S | M | L | M | S |
| CO5 | M | M | S | S | S | L | L | S | S | L | L | L | S | S | S | S | S | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. MOOC Material: **Mastering Data Analysis in Excel**, Created by: Duke University, Delivered by: Coursera, Taught by Daniel Egger and Jana Schaich Borg.
2. MOOC Material: **Understanding Research Methods**, Created by: University of London, Delivered by: Coursera, Taught by: J.Simon Rofe and Yenne Lee.
3. **Econometrics: Methods and Applications**, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Christiaan Heij
4. **Econometrics: Methods and Applications**, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Michek van der Wel,.

Semester I

Course II: Financial and Business Organizations

Credits : 6
Hours : 90

Learning Objectives:

- LO1:** To train the research students to gain expert knowledge in financial management and Indian financial System based on Global and Indian Business Environment.
- LO2:** To impart the scholars to have a sound knowledge of Banking and Insurance and Entrepreneurial Development and Organisational Behaviour
- LO3:** To inculcate in the minds of the scholars to have a deep knowledge on Marketing Co-operation and Human Resource Management.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Critically evaluate the researchable aspects in Finance and Indian Financial System based on global and in Indian business environment
- CO2.** Gain Proficiency in the functioning of modern banking and Insurance services and entrepreneurship
- CO3.** Explore the environment and entrepreneurial traits of the business research
- CO4.** Analyse the scope of business research in marketing and Co-operation
- CO5.** Learning the researchable areas in Human Resource Management and Organizational behavior

Unit I: Financial Management and Indian Financial System

Nature and Scope of financial management – Objectives – Functions – Changing role of Financial manager – Relationship between Risk and Return – Time Value of money – Concept of value and return. Sources of Long-Term Finances. Nature and Role of Financial System – An overview of the Indian Financial System money market and capital markets stock exchanges in India – Financial Sector Reforms – Instruments in Financial Markets – Legislative Support – Weakness of Indian Financial System.

Unit II: Banking and Insurance

Banking – Meaning – Definition – Main Functions and other Services – Different Types of Banks –Structure, Organizations and Working – Insurance – Basic concept of Risk – Kinds of Business Risks – Basic Principles – Life Insurance-Types of General Insurance. Payment System & Digital banking -Rupay- Rupay Secure- IMPS – National Unified USSD Platform (USSD)-National Automated Clearing House (NACH)-Aadhaar Enabled payment System(AePS-KYC-MICR Vs CTS- Comparison –National Financial Switch (NFS)-Core Banking Solutions- RTGS,NEFT,UPI,CCIL-National Payment Corporation – Forex Settlements, Securities Settlement- Innovative Banking Payment System.

Unit III: Basics of Entrepreneurship and Business Environment

Entrepreneur – Need and Importance– Characteristics – Traits - Functions – Types - Entrepreneurial Motivation – Motivating Factors– Internal Business Environment – External Business Environment – Elements of Business environment-Economic environment- new economic policies-Economic planning-Legal environment of business- Competition Act, Consumer Protection Act-Environment protection- Liberalisation-privatisation-globalisation

Unit IV: Basics of Marketing and Co-operation

Marketing – Concept – Functions of Marketing – Market Segmentation – Market Information System – Consumer behavior – Product decisions- pricing decisions-distributions decisions-promotion decisions-Marketing Research – Types –

Organization for Marketing Research – Planning and Execution of Marketing Research – Formal Research Techniques in Marketing. Cooperation – General Principles – Features – Cooperation Under Planned Economy in India – Role of Government – Research in Cooperation at Different Levels.

Unit V: Introduction to Human Resource Management and Organisational Behaviour Research

Human Resource Management – Significance – Human Resource Planning – Recruitment Policy – Methods – Training – Types – Importance – Building Human Resource Skill – Executive Development – Performance Appraisal – Concept – Features – Methods – Problems and Barriers – in Performance Appraisal – Absenteeism and Labour Turnover – Causes – Methods to reduce Labour Turnover – Labour Welfare – Objectives - Importance – Reasons – Principles – Industrial Relations in India workers participation in management– Significance – Foundations of Individual Behaviour – Individual Differences – Models of Man – Organisational Structure – Meaning – Nature – Elements – Organisational Structure and Employee Behaviour.

Text Books:

1. Prasanna Chandra. 2016 Financial Management', Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Natarajan. S. and Parameswaran. R, 2015 Indian Banking, S. Chand and Company Ltd., New Delhi.
3. Murthy A. 2016 Principles and Practice of Insurance, Margham Publications, Chennai.
4. Saravanavel P 2012 Entrepreneurial Development: Principles Policies and Programmes, Ess Pee Kay Publishers, Chennai.
5. Cherunilam, Francis – Business Environment, Himalaya Publishing House, Bombay, 2012
6. Durgadoss. R., Ilangoan. D 2012 Corporate Governance-An Insight, United Publishers, Mangalore.
7. Philip Kotler, 2012 Marketing Management, Prentice hall, New Delhi.
8. Hajela, T.N., 2012 Cooperation Principles and Problems, Konark Publication, New Delhi.
9. Subba Rao P and Rao. V.S.P, 2015 Personnel/Human Resources Management Text, Cases and Games. Konark Publishers PVT. Ltd., Delhi.
10. Prasad L.M. 2013 Organisational Behaviour. Sultan Chand and Sons, New Delhi.

Supplementary Readings:

1. Maheswari, S.N.2 015 Financial Management, Sultan Chand Ltd, New Delhi.
2. Sayers. R. S, 2016 Modern Banking, Oxford University Press, New Delhi.
3. Laxmi Narin. 2014 Principles of Insurance, S.Chand and Co., New Delhi.
4. Khanka, S.S 2016 Entrepreneurial Development, S.Chand and Co, New Delhi.
5. Prasad L.M, 2015 Business Policy – Strategic Management, Sultan Chand Publications, New Delhi.
6. Nimit Chowdhary 2016 Monika Chowdhary, Textbook of Marketing of Services, TATA McGraw Hill, New Delhi.
7. Sharada, V, 2015 The Theory of Cooperation, Himalaya publishing House, New Delhi.

8. Venkata Ratnam C.S.A. and Srivastava B.K. 2016 Personnel Management and Human Resources, Tata McGraw Hill Publishing Company Limited, New Delhi.
9. Uma Sekaran, Organisational Behaviour 2013 Text and Cases. Tata McGraw Hill Publishing Company Limited, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | M | M | S | S | L | L | S | M | M | S | S | M | S | M | S | S | M |
| CO2 | S | M | M | S | S | M | L | S | M | L | M | M | M | S | S | M | M | S |
| CO3 | S | S | M | M | S | M | S | S | M | S | S | S | M | S | M | M | S | S |
| CO4 | L | L | L | M | S | L | L | S | L | M | M | M | M | M | L | L | S | S |
| CO5 | S | S | M | S | S | M | L | S | S | M | M | M | S | S | S | M | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. **Initiating and Planning Projects**, Created by: University of California, Irvine, Delivered by: Coursera, Taught by: Margaret Meloni.
2. **Financial Engineering and Risk Management Part I (Coursera)**, Created by: Columbia University, Delivered by: Coursera, Taught by: Garud Iyengar and Martin Haugh.
3. **Portfolio and Risk Management** (Coursera), Created by: Indian School of Business (ISB), Delivered by: Coursera, Taught by: Ramabhadran Thirumalai.
4. **Economics of Money and Banking**, Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.
5. **Banking and Financial Markets: A Risk Management Perspective (edX)**, Created by: Indian Institute of Management, Bangalore, Delivered by: EdX, Taught by: PC Narayan.
6. **International Business Environment and Global Strategy (edX)**, Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.

Semester II

Field of Specialization Course III: (3.1) Human Resource Management

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To enable the research students to have a thorough understanding of management of Human Resources in business enterprises.
- LO2:** To disseminate the knowledge about various methods of recruitment, training and Performance appraisal techniques in business enterprises.
- LO3:** To impart the essentials to the scholars to gain expert knowledge of Leadership and conflict management

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Expertise the nature of Human Resource Management in academic research
- CO2.** Identify the researchable areas in Recruitment and Selection Process and Motivation as applicable to business enterprises.
- CO3.** Explore the researchable aspects of Grievance Handling and workers' Participation in the managements of public and private enterprises including Multi-national corporations.
- CO4.** Scrutinize the various leadership styles and conflict management process in any business organisation of their choice
- CO5.** Develop the constructs and scales for Human Resource and Behavioral research and application of relevant research tools for desired results.

Unit I Importance of Human Resource Management

Nature and Scope – Importance of HRM – Functions of HRM – Human Resources Management practice in India – Human Resource Policy – Concept – Essential Characteristics - Objectives – Need and Importance – Contents – Procedures – Principles- role and functions of Human resource management- Team Building- Competency Mapping

Unit II: Recruitment and Selection Process & Methods of Motivation

Manpower Planning – Recruitment – Meaning – Importance – Recruitment Policy – Sources – Selection test - Recruitment methods – Recruitment Practices in India – Training Needs – succession planning-Objectives – Appraisal Purpose – Types – Motivation – Meaning – Theories – Rewards – Forms – wage and salary administration- Administering the reward system – Job Satisfaction – Concept – Determinants – Measuring Job Satisfaction – Effects of Job Satisfaction-job analysis- job description and specification, use of job analysis.

Unit III: Grievance, Discipline and Worker's Participation in Management

Grievance – Concept – Nature – Characteristics – Features – Causes – Grievance handling procedure – Discipline – Concept – Nature – Characteristics – Features – Aims and Objectives – Disciplinary Action – Concept – Principles – Procedure – Types or forms of Discipline – Worker's Participation in Management – Concept – Objectives – Purpose – Benefits – Limitations – Worker's participation in Management in India.

Unit IV: Leadership and Conflict Management

Leadership – Types – Styles – Functions – Qualities – Duties and Responsibilities – Conflicts – Sources – Forms – Consequences – Conflict management

Strategies – Collective Bargaining – Meaning – Importance – Strategies – Process – Collective Bargaining in Indian Industries – Industrial Relations in India.

Unit V: Tools and Scales as applied to Human Research Management Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio metric—Scaling Techniques metric Scales – Procedure for Contributions. Statistical Measures and Their Application to HRM Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T-Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis– Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Subba Rao P. and Rao. V.S.P, 2015 Personnel/Human Resources Management Text, Cases and Games. Konark Publishers PVT. Ltd., Delhi.
3. Ahuja K.K. Personnel Management. 2012 Kalyani Publishers Ludhiana.
4. Memoria C.B. 2013 Personnel Management, Himalaya Publishing House, Mumbai,
5. Davar R.S. 2012 Personnel management and Industrial Relations, Vikas Publishing House Private Limited, New Delhi, Recent Edition, 2012.
6. Sundar K and Srinivasan J 2018 Human Resource Management, Vijai Nicole Imprints Limited, Chennai.

Supplementary Readings:

1. Arun Monappa and Mirza S.Saiyadain. 2012 Personnel Management. Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Tripathi P.C. 2012 Personnel Management, Sultan Chand and Sons, New Delhi.
3. Venkata Ratnam C.S.A. and Srivastava B.K. 2014 Personnel Management and Human Resources, Tata McGraw Hill Publishing Company Limited, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | L | L | L | L | S | L | M | S | M | L | L | L | L | M | S | S | S | M |
| CO2 | S | S | S | S | S | M | M | S | M | M | M | M | M | S | S | M | M | S |
| CO3 | S | M | S | L | S | S | M | S | S | S | S | S | M | M | S | S | M | S |
| CO4 | M | M | S | M | S | S | M | S | S | S | M | M | L | L | M | M | M | S |
| CO5 | S | S | S | S | S | M | M | M | M | L | L | L | M | M | S | M | M | S |

* L – Low, M - Medium, S - Strong

Semester II

Field of Specialization Course III: (3.2) Organisational Behaviour

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To make the scholars to understand the need and importance of Organisational Behaviour and different dimensions, basically for research purposes
- LO2:** To impart the knowledge to research scholars to gain expert knowledge in Interactive Dimensions of Organisational Behaviour as applicable to public/private enterprising for research purpose.
- LO3:** To make an awareness among the scholars about dynamics of an organization

Course Outcomes:

After the successful completion of the course, the research scholars will be able to:

- CO1.** Conceptualize the behaviour of individuals in business organisation and dynamics of stress which can be proved by academic research.
- CO2.** Discover and study the researchable aspects of group dynamics, Quality of Work life and organisational culture and climate in any business organisations
- CO3.** Analyse and do research about organisational structure and organisational effectiveness in public and private enterprises.
- CO4.** Investigate and analyse the control and communication process and its implications on business organisations
- CO5.** Develop the constructs and scales for Behavioural research and application of relevant research tools so necessary for chosen fields.

Unit I: Introduction to Organisational Behaviour and Different Dimensions

Organisational behaviour – Meaning – Importance – Significance – Factors influencing organizational behaviour – Applying Organisational Behaviour knowledge to Management Practices – Human Behaviour Approach – Process of Behaviour – Individual Differences – Perception – Meaning – Perceptual Process – Factors Affecting Perception – Dynamics of Stress – Concept – Causes – Effects – Coping Strategies for Stress.

Unit II: Interactive Dimensions of Organisational Behaviour

Group Dynamics –Significance - Important to MNCs- Concept of Group – Theories of Group Formation – Group Cohesiveness – Group Decision Making – Quality of Work Life – Evolution and Development of the Concept of Quality of Work Life – Constituents of Quality of Work life – Organisation Development – Some Frequently used Intervention Strategies – Values and Organisational Development - Organisational Culture – Concept – Distinction between Organisational Culture and Organisational Climate – Factors influencing organizational Culture – Morale – Factors influencing morale.

Unit III: Dynamics of Organisation

Organisational Structure – Need – Elements – Organisational Structure and Employee Behaviour – Organisational Effectiveness – Meaning – Approaches to Measure Effectiveness – Factors – Achieving organizational Behaviour – Differential and Integration.

Unit IV: Authority and Communication

Authority – Sources of Authority – Limits of Authority – Status – Control – Concept – Control process – Types of Control – Control and Management by Exception – Behavioural Implications of Control – Communication – Concept – Process – Functions – Direction of Communication Flow – Barriers in Communication.

Unit V: Tools and Scales as applied to Organisational Behaviour Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Organisational Behaviour - Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R, 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Khanka S.S. 2012 Organisational Behaviour. S. Chand and Company Ltd., New Delhi.
3. Prasad L.M. 2013 Organisational Behaviour. Sultan Chand and Sons, New Delhi. 10th Enlarged Edition, 2013.
Aswathappa, K 2012 Organisational Behaviour Text, Cases and Games, Himalaya Publishing Limited, Mumbai, Revised Edition, 2012.

Supplementary Readings:

1. Uma Sekaran, 2013 Organisational Behaviour Text and Cases. Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Ahuja K.K. Organisational Behaviour. 2011 Kalyani Publishers Ludhiana.
3. Jit S. Chandan. Organisational Behaviour. 2011 Vikas Publishing House Pvt. Ltd., New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | M | M | M | S | S | M | M | S | M | S | S | S | M | M | S | M | M | S |
| CO2 | S | M | M | S | S | S | M | S | L | S | S | S | M | S | M | M | S | S |
| CO3 | S | S | M | M | S | L | L | S | S | M | S | S | M | M | S | S | S | S |
| CO4 | S | S | M | M | S | M | L | M | M | S | S | S | M | M | S | M | M | S |
| CO5 | S | S | S | M | S | L | L | M | L | L | L | L | S | S | M | L | L | S |

* L – Low, M - Medium, S - Strong

Semester II

Field of Specialization Course III: (3.3) Business Environment

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To acquaint the researchers with the expert knowledge on Business Environment, both internal and external under the existing policy status.
- LO2:** To provide an insight into the theories of economic, natural and global Environment to the research student for academic research.
- LO3:** To enable the scholars to have an overview of the globalized and digital India whenever necessary for academic research.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Examine and study the economic environment and its impact on business
- CO2.** Critically analyse the Economic Planning and Policy framework and its implication on business in India and abroad.
- CO3.** Critically make an in-depth analysis of technological environment and digital India
- CO4.** Investigate and evaluate the MNCs and Foreign Investments in India.
- CO5.** Develop the constructs and scales for research and application of relevant research tools.

Unit I: Economic Environment

Internal Environment – External Environment – The Emerging Scenario – Regulatory Role – Promotional Role – Entrepreneurial Role – Planning Role – Economic Role of the Government in India – The Constitutional Environment – Expansion in State Intervention- Economic Environment.

Unit II: Economic Planning Policy Environment

Industrial Policy, 1991 – An Evaluation of the Policy – Impact of Liberalization – TRIPs and TRIMs – Copy Rights – Role of Government in the Management of TRIPs – MSMEs in India – Problems of MSMEs – Government Assistance – Institutional Arrangement for Rehabilitation of Sick Units – Recent Developments- Legal Environment of Business, Competition Policy- Consumer Protection- Environment Protection.

Unit III: Technological Environment and Digital India

Technological Environment- Concept- Nature of Technological Environment- Elements of Technology and Society- Digital India- Nine Pillars of Digital India - Pay Gov- Digital Locker E-TTAL – Jan DhanYojana- Make in India – Stand up India and Startup India Schemes- National Digital Literacy Mission – National Optical Fibre Net Work – Make in India- Investment Opportunities in India-and Business ethics.

Unit IV: MNCs and Foreign Investments

Multinational Corporations – Government Control Over MNCs – Foreign Institutional Investments (FIIs) – Foreign Direct Investments (FDIs) – Present Position – Role of the Government in the Management of Foreign Investments.

Unit V: Tools and Scales as Applied to Business Environment Research

Need for Scaling – Methods - Measurement of Institutional Behavior - Socio-Metric Scaling Techniques - Procedure for Constructions – Statistical Measures and Their Applications to Business Environmental Research Problems - Measures of Central Tendency- Measures of Variability- Correlation Analysis – Tests of Hypothesis – Z-Test – T-Test – Chi-Square Test and ANOVA – Non-Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Aswathappa, K 2012 Essential of Business Environment, Himalaya Publishing House, Mumbai
3. Cherunilam, Francis 2012 Business Environment, Himalaya Publishing House, Mumbai
4. Durgadoss. R., Ilangovan. D 2012 Corporate Governance-An Insight, United Publishers, Mangalore.
5. Ghosh, P.K. 2000 Business Policy – Strategies Planning and Management, Sultan Chand and Co., New Delhi.
6. Michale, V.P 2012 Business Policy and Environment, S. Chand and Co., New Delhi.
7. Charles W.L. Hill 2014 Global Business Today, Tata McGraw Hill, U.K.
8. Gupta S.P.,2014 Statistical Methods, Sultan Chand Publication, New Delhi

Supplementary Readings:

1. Amarchand D 2014 Government and Business, Tata McGraw Hill. New Delhi
2. Cherunilam Francis 2015 Business and Government, Himalaya Publishing House., Mumbai
3. Prasad L.M Business Policy 2013 Strategic Management, Sultan Chand Publications, New Delhi.
4. Premavathy. N, 2016 Business Environment, Sri Vishnu Publications, Chennai.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | L | L | M | M | S | L | L | M | S | L | L | L | M | M | S | S | M | S |
| CO2 | S | M | L | S | S | L | L | M | S | S | S | S | M | M | M | L | L | S |
| CO3 | S | M | S | S | S | L | L | S | M | M | M | M | M | M | S | L | M | S |
| CO4 | S | S | S | S | S | S | L | S | S | M | M | M | S | S | S | M | M | S |
| CO5 | S | M | M | S | S | M | L | S | M | S | M | M | S | S | M | M | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

International Business Environment and Global Strategy (edX), Created by: Indian

Semester II

Field of Specialization Course III: (3.4) Entrepreneurial Development

Credits : 6

Hours : 90

Learning Objectives: To make the research students to expertise in

- LO1:** The characteristics essential for entrepreneurs and the role of entrepreneur in economic development in India.
- LO2:** To acquaint the researchers, to have an expert knowledge on Rural Entrepreneurship as well as researchable areas in Entrepreneurial Development.
- LO3:** To enable the scholars to have an overview of technological environment and digital India as applicable for academic research.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Groom entrepreneurial qualities and learn the modalities of undertaking research studies in the Entrepreneurial Development.
- CO2.** Critically evaluate the various Entrepreneurial development programme suited for research
- CO3.** Explore and study the dynamics of rural entrepreneurship in research perspectives.
- CO4.** Critically make an in-depth analysis of MSME Schemes and Self help groups problems and prospects by academic research
- CO5.** Develop the constructs and scales for research on entrepreneurship and application of relevant research tools necessary for chosen research study.

Unit I: Basics of Entrepreneurship

Entrepreneur – Need and Importance– Characteristics– Traits - Functions – Types - Entrepreneurial Motivation – Motivating Factors and Methods – Motivation Theories – Achievement Motivation.

Unit II: Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) – Need - Objectives – Phases of EDP – Training – Institutions Conducting EDPs – Entrepreneurial Growth – Role of Government and Non-Governmental Agencies in Promoting Entrepreneurship – Institutions Assisting Entrepreneurs – DICs – SIDO – NSIC – SIPCOT – TIIC – NIESBUD – TCOs, SIDBI – IDBI – Commercial Banks.

Unit III: Rural Entrepreneurship

Rural Entrepreneurship – Definition – Problems of Rural Entrepreneurship – Overcoming the Problems of Rural Entrepreneur – Rural and Urban Markets – Steps to Promote Rural Entrepreneurship-Green Marketing – Importance-Women Entrepreneurship

Unit IV: Micro, Small and Medium Enterprises

Micro, Small and Medium Enterprises – Registration- Self Help Groups-Problems-Prospects – EDP and Skill Development Programme-District Development Centre-Small Industries Development Bank of India-Subsidiaries and Associates-Refinance and Risk capital-PMMY schemes-Stand-up India and Start-up India.

Unit V: Tools and Scales as Applied for Entrepreneurial Development Research

Need for Scaling - Methods - Measurement of Institutional Behavior - Socio-Metric Scales -Scaling Techniques- Procedure for Constructions – Statistical Measures and Their Applications to Entrepreneurial Research Problems - Measures of Central Tendency- Measures of Variability- Correlation Analysis – Tests of Hypothesis – Z-Test – T-Test – Chi-Square Test and ANOVA – Non-Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari. C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Sharma, R.A 2015 Entrepreneurial Change in Indian Industry, Sterling, New Delhi.
3. Saravanavel P2015 Entrepreneurial Development: Principles Policies and Programmes, Ess Pee Kay Publishers, Chennai.
4. Gangadhara Rao N 2015 Entrepreneurship and Growth of Enterprise in Industrial Estates, Deep and Deep Publications, New Delhi.
5. Gupta C.B and N.P. Srinavasan, 2013 Entrepreneurial Development, Sultan Chand and Sons, New Delhi.
6. Gupta S.P 2014 Statistical Methods, Sultan Chand Publication, New Delhi

Supplementary Readings:

1. Vasant Desai, 2012 Entrepreneurial Development, Himalaya Publication, Mumbai.
2. Jasmir Shing, Saini 2012 Entrepreneurship Development, Deep and Deep Publications, New Delhi.
3. Khanka S.S 2012 Entrepreneurial Development, S.Chand and Co, New Delhi.
4. Jayasrisuresh, 2015 Entrepreneurial Development, Margam Publications, Chennai.

Outcome Mapping

| CO/ PO | PO 1 | P O2 | P O3 | P O4 | P O5 | P O6 | P O7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | S | M | M | S | M | M | S | M | M | M | M | M | M | S | M | S | S |
| CO2 | S | M | L | M | S | L | L | L | L | M | M | M | S | M | M | M | M | S |
| CO3 | M | M | L | M | S | L | L | M | M | M | M | M | M | M | M | M | M | S |
| CO4 | S | S | M | S | S | M | L | M | L | M | M | M | M | M | L | M | S | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. MOOC Material: **Entrepreneurship I: Principles and Concepts**, Created by University of Illinois, Delivered by Coursera, Taught by: Patrick James Murphy.
2. MOOC Material: **Essentials of Entrepreneurship: Thinking & Action**, Created by: California, Irvine, Delivered by: Coursera, Taught by: David Standen.
3. MOOC Material: **Initiating and Planning Projects**, Created by: University of California, Irvine, Delivered by: Coursera, Taught by: Margaret Meloni.
4. MOOC Material: **Fundamentals of Project Planning and Management**, Created by: Darden School of Business, University of Virginia, Delivered by: Future Learn, Taught by: Yael Grushka-Cockayne.

Semester II

Field of Specialization Course III: (3.5) CO-OPERATIVE MANAGEMENT

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To make the scholars gain expert knowledge in Co-operative Movement in India in research perspectives.
- LO2:** To enable the scholars to understand level of availability of credit and non-credit Co-operative financial institutions in India as suited for academic research.
- LO3:** To educate the scholars understand co-operative education and co-operative Law for course work and research.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Explore and study the Co-operative Movement in India by research
- CO2.** Evaluate the functioning and impact of credit cooperative institutions suitable for research
- CO3.** Appraise the functioning and impact of non-credit cooperative institutions
- CO4.** Examine the role of cooperative education and co-operative law for research
- CO5.** Develop the constructs and scales for research on co-operation and application of relevant research tools.

Unit I: Co-operative Movement in India

Principles of Cooperation – ICA Principles – History and Growth of Cooperative Movement – Before and After Independence – Role of NABARD in Cooperative Development - Professionalization of Cooperatives – Nature and Functions – Powers of Boards in Cooperatives – Relationship Between the Department and Societies – Cooperative Administration in Tamil Nadu.

Unit II: Credit Co-operative Institutions

Cooperative Banking – Cooperative – Credit Structure – Three Tier and Two Tier Organizations – Objectives – Functions – Cooperative Urban Banks – Employee Credit Cooperatives – Constitution and Working – Problems of Over dues – Causes and Remedies.

Unit III: Non Credit Co-operative Institutions

Non-Credit Cooperatives in India– Organizational Structure – Financial Assistance – Constitution and Working of Industrial Cooperatives, Diary Cooperatives, Housing Societies and Marketing Cooperatives – Problems and Prospects.

Unit IV: Co-operative Education and Co-operative Law

Co-operative Education and Training – Member Education– Need and Importance – Role of National and State Cooperative Unions – State and Cooperative Movement – Cooperative Law – Special Features – Tamil Nadu Cooperative Societies Act 1983 and Cooperative Rules and Regulations – Special Place of Byelaws – Recent Amendment in Cooperatives.

Unit V: Tools and Scales as Applied to Co-operation

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scales – Procedure for Contributions. Statistical Measures and Their Application to Cooperatives -Research Problems – Measures of Central Tendency and Variability – Correlation Analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Mathur , B.S ., 2015 Cooperation in India, Sahityabhavan, Agra.
3. Hajela, T.N., 2016 Cooperation Principles and Problems, Konark Publication, New Delhi.
4. Bedi, R.D. 2015 Theory, History and Practice of Cooperation, Rolla Book Depot Merrut(UP).

Supplementary Readings:

1. Sharada, v., The Theory of Cooperation, Himalaya publishing House, New Delhi.
2. The Tamil Nadu Cooperative Societies Act, 1983.
3. Indian Cooperative Movement – A Profile.
4. Gupta S.P Statistical Methods, Sultan Chand Publications, New Delhi.

Journals:

1. The Cooperator, New Delhi.
2. Journal of Rural Development, New Delhi.
3. Journal of Cooperative Management, VAMNICO.M, Pune, Maharashtra.
4. Tamil Nadu Journal of Cooperation, TNCU, Chennai, Tamil Nadu

Websites:

1. <http://www.tncu.tn.gov.in>
2. <http://www.ncui.in>
3. <http://www.ncdu.nic.in>
4. <http://www.vamnicom.org>
5. <http://www.indiadiary.com>
6. <http://www.nafcub.com>
7. <http://www.nabcard.gov>
8. <http://www.nccf-india.com>

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | L | L | L | M | S | M | L | S | L | M | M | M | M | M | M | M | S | S |
| CO2 | M | M | L | L | S | L | L | S | S | L | L | L | M | M | M | S | S | S |
| CO3 | M | M | L | L | S | L | L | S | S | L | L | L | M | M | M | S | S | S |
| CO4 | M | M | L | L | S | L | L | S | S | L | L | L | M | M | M | S | S | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

Semester II

Field of Specialization Course III: (3.6) Marketing Management

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To impart the knowledge of various components of Marketing Mix to the research students
- LO2:** To educate the scholars the dynamics of marketing plan and consumerism as suited for academic research
- LO3:** To enable the scholars to grasp the marketing decisions so necessary for their research studies.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Critically evaluate and able to identify the researchable aspects of marketing and marketing mix
- CO2.** Identify the researchable areas in marketing plans and consumer behaviour under Indian conditions and international as well.
- CO3.** Examine and do research in the market decisions and emerging trends in globalisation era
- CO4.** Explore and study the Agricultural marketing and services marketing under present marketing environment.
- CO5.** Develop the constructs and scales for marketing research and application of relevant research tools.

Unit I : Marketing and Marketing Mix

Marketing – Process – Concepts – Importance – Functions of Marketing – Marketing mix – Product Policy – Planning and Development – Product Life Cycle – Pricing and Price Policy – Objectives – Methods – Distribution Policy – Selection of Marketing Channels – Promotion Mix – Advertising – Campaign and Media Planning – Advertising Effectiveness – Sales Promotion – Objectives. Green Marketing-Objectives-Importance

Unit II: Marketing Plan and Consumerism

Marketing Environment-Planning for Marketing – Planning as a Corporate Strategy Strategic Process – Preparation of Marketing Plan and Implementation – Marketing Audit – Consumerism – Consumer Movement in India – Consumer Behaviour – Theories – Buying Behaviour-Market Segmentation .

Unit III: Marketing Decisions

Product Decision- Pricing Decision – Distribution Decision – Promotion Decision – Marketing Research – Online Marketing Social – Ethical and Legal Aspects of Marketing in India- Impact of GST on Marketing- Emerging Trends in Global Marketing.

Unit IV: Agricultural Marketing and Services Marketing

Marketing of Agricultural Produce – Problems in Agricultural Marketing – Need for Agricultural price Stabilization – Role of Agricultural Price Commission – Role of Government in Agricultural marketing – Regulated Markets and Market Cooperatives – Marketing of Services – Dimensions of Marketing of Services – Types of Services – Reason for the Growth of Marketing Services.

Unit V: Tools and Scales as Applied To Marketing Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Marketing Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Mamoria, D and Joshi, R.L., 2015 Principles and Practices of Marketing of Services, Kitab Mahal, New Delhi.
3. Philip Kotler, Marketing 2016 Management, Prentice hall, New Delhi.
4. William J. Stanton, 2016 Fundamentals of Marketing, McMillan Publications, New York.
5. Ber G.G., 2015 Marketing Research, TATA McGraw Hill, New Delhi.
6. Gupta S.P 2015 Statistical Methods, Sultan Chand Publications, New Delhi.

Supplementary Readings:

1. Nimit Chowdhary Monika Chowdhary, 2016 Textbook of Marketing of Services, Tata McGraw Hill, New Delhi.
2. Fulmer, R.M., 2012 The New Marketing, McMillan Publication, New York.
3. Bush Kirk Richard, H., 2011 Principles of Marketing, Dryden Press, Illinois.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | S | M | M | S | M | L | M | M | L | L | L | M | S | S | S | M | S |
| CO2 | S | M | M | M | S | M | L | M | M | M | M | M | S | S | M | M | M | S |
| CO3 | S | M | M | M | S | M | L | M | M | M | M | M | S | S | M | M | M | S |
| CO4 | S | M | M | M | S | M | L | M | M | M | M | M | S | S | M | M | M | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

Semester II

Field of Specialization Course III: (3.7) Insurance Management

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To Enlighten the research students about the fundamental principles governing insurance, capable of applied research
- LO2:** To enable the scholars to understand the insurance legislations in India
- LO3:** To Sensitize the scholars to understand the Insurance Regulatory and Development Authority of India so suited for academic research

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Expertise and study the various types of insurance and their present market scenario for applied research
- CO2.** Examine the legal framework of insurance industry suitable for research
- CO3.** Study the Indian Insurance Act and its implications and impact on people
- CO4.** Assess the role of IRDA in Insurance management so necessary for research.
- CO5.** Develop the constructs and scales for research in Insurance and application of relevant research tools.

Unit I: Introduction

Meaning – Nature – Purpose – Need – Principles of Insurance – Types of Insurance – Terminology – New Insurance Product – Present State of Insurance Industry in India.

Unit II: Legal Framework

Essentials of General Contract (Section 10) of Indian Contract Act, 1872 – Essential Features of Insurance Contracts – Salient Features of Insurance Act, 1938, LIC Act, 1956, GIC Act, 1972, IRDA Act, 1999, Agency Law and Consumer Protection Act, 1986.

Unit III: Indian Insurance Act, 1949

Basic Terms – Registration – Capital Requirement – Deposits – Accounts and Audit – Registers and Returns – Investments – Social and Rural Insurance – Management Expenses – Assignment and Nomination – Licensing – Agent Commission – Rebate and Bonus – Tariff Advisory Committee – Surveyors – Reinsurance – Surrender – Public Grievances – Obligations of Insurer.

Unit IV: IRDA

Introduction – Objectives – Powers – Duties – Functions – Advisory Committee – Central Government Powers – Deposit – Advertising Disclosures – Inspections and Investigations – Surplus Distribution – Code of Conduct of Agents.

Unit V: Tools and Scales as Applied to Insurance Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scales – Scaling Techniques - Procedure for Contributions. Statistical Measures and Their Application to Insurance Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Panda Chanashyam. 2015 Principles and Practice of Insurance, Kalyani Pub., Chennai, 2010.
3. Mishra C. Insurance, S.Chand and Co., New Delhi.
4. Murthy A. 2015 Principles and Practice of Insurance, Margham Publications, Chennai.

Supplementary Readings:

1. Katayal, Rakesh, Inderjit Singh and Aroras. 2012 Insurance, Kalyani Pub., Chennai.
2. LaxmiNarin. 2012 Principles of Insurance, S.Chand and Co., New Delhi.
3. Julia Holyoake and Welpers Bill William. 2013 Insurance, PHI, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | L | L | L | L | S | M | L | S | L | M | M | M | M | M | M | S | S | S |
| CO2 | L | M | M | M | S | M | M | S | M | M | M | M | M | M | M | M | M | S |
| CO3 | L | M | M | M | S | M | M | S | M | M | M | M | M | M | M | M | M | S |
| CO4 | L | M | M | M | S | M | M | S | M | M | M | M | M | M | M | M | M | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* **L** – Low, **M** - Medium, **S** - Strong

Semester II

Field of Specialization Course III: (3.8) Technology Banking

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To acquaint the research students with the essential knowledge of financial institutions and services suitable for academic research.
- LO2:** To enable the scholars to understand the Banking Sector reforms in India worth for research
- LO3:** To impart the scholars to understand the new concepts of digital banking so suited for research today.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Study and review the Banking Industry and its current developments so necessary for research
- CO2.** Examine and identify the researchable aspects related to Reforms in banking industry and effects of Demonetisation in India.
- CO3.** Critically evaluate the lending aspects of Banking industry in India and abroad
- CO4.** Explore and study the researchable aspects in Digital banking in India
- CO5.** Develop the constructs and scales for research in digital banking and application of relevant research tools.

Unit I: Financial Institutions and Services

Classification of Banking Industry – Reserve Bank of India – Commercial Banks – Development Banks – NABARD-Regional rural banks- Cooperative Banks – Specialized Banking institutions – Structures – Workings – Merger and Acquisition - Current scenario of Retail Banking Services in India.

Unit II: Banking Sector Reforms

Prudential Norms – Prudential Accounting – Norms for Banks – Board for Financial Supervision (BFS) – Non- performing Assets- Income recognitions policy- Asset Classification guidelines for classification of assets — Provisioning Norms - Securitization – Capital Adequacy Norms – Banking Ombudsman Scheme.

Demonetization – History of Demonetization in India-Meaning-Definition-Background-Objectives-Advantages and Disadvantages. Demonetization – Black money – fake money- Digital financial transactions-cash less economy – Remonetization- The Role of RBI in demonetization and Remonetization-Role of National Payment Corporation of India

Unit III: Lending Principles

Liquidity – Profitability – Safety Issues – Diversification of Risk – Retail Lending – Need – Types – Personal Loan – Housing Loan –Consumer Durables Loan – Auto Loans – Priority Sectors Lending- risks in lending

Unit IV: Technology in Banking

Computerisation in Banks – Core Banking solutions – Electronic Banking – Electronic Products – Electronic Funds Transfer Systems (EFTS) – Real Time Gross Settlement (RTGS) – Impact of Technology on Banks – Role and uses of Technology up gradation - Global Developments in Banking Technology. Green Banking- objectives- Significance

Rupay- Rupay Secure- IMPS – National Unified USSD Platform (USSD)-National Automated Clearing House (NACH)- Aadhaar Enabled payment System (AePS-KYC-MICR Vs CTS- Comparison –National Financial Switch (NFS) - RTGS,NEFT,UPI,CCIL-National Payment Corporation – Forex Settlements, Securities Settlement- Innovative Banking Payment System

Unit V: Tools and Scales as Applied to Banking Technology Research

Need for Scaling– Methods – Measurement of Institutional Behaviour- scaling technique- Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Banking - Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. Kothari C.R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Agarwal. H. C, 2015 Banking Law and Practice, Awan Publication, Agra.
3. Vashney. P. N, 2015 Banking Law and Practice, S. Chand and Co., New Delhi.
4. Sundharam and Varshney, 2014 Banking Theory Law and Practice, Sultan Chand and Sons, New Delhi.
5. Natarajan. S. and Parameswaran. R, 2012 Indian Banking, S. Chand and Company Ltd., New Delhi.

Supplementary Readings:

1. Shekar and Sekar, 2010 Banking Theory and Practice, Vikas Publication House, New Delhi.
2. Sayers. R. S, 2011 Modern Banking, Oxford University Press, New Delhi.
3. Gordon and Natarajan,2012 Banking Theory Law and Practice, Himalaya Publications, New Delhi.
4. Muraleedharan, D. 2013 Modern Banking – Theory and Practice, PHI Learning Private Limited, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | M | M | S | S | L | L | S | M | L | L | L | S | M | M | S | S | S |
| CO2 | S | M | S | M | S | M | L | M | L | L | S | S | S | S | S | M | M | S |
| CO3 | M | L | L | L | S | L | L | S | L | S | S | S | S | S | M | S | M | S |
| CO4 | S | M | S | M | S | M | L | M | L | L | S | S | S | S | S | M | M | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

Semester II

Field of Specialization Course III: (3.9) Financial Management

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To impart the knowledge to research scholars to understand the significance and application of cost of capital and capital structure theories as suitable for academic research
- LO2:** To enable the research scholars to gain expert knowledge of dividend policy and working capital management
- LO3:** To impart the knowledge to research scholars to understand the financial statement analysis and using various types of ratios relevant to research.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Explore the researchable aspects of Cost of Capital and Capital Budgeting decisions so suited to academic research.
- CO2.** Study and do research in the capital structure and dividend decision areas relevant to chosen field of study based on primary and secondary data.
- CO3.** Evaluate the working capital management relevant to field research
- CO4.** Application and analysis the financial statements and using ratios based on secondary data.
- CO5.** Develop the constructs and scales for managerial finance and application of relevant research tools.

Unit I: Cost of Capital and Capital Budgeting Decisions

Cost of capital – Meaning and Importance – Cost of debt preference equity and retained earnings – weighted average cost of capital – Capital budgeting – Techniques – ROI , Payback period and discounted cash flow - Risk Analysis to Capital Budgeting, Sensitivity Analysis – Scenario Analysis – Break-even Analysis- Simulation Analysis, Decision Tree Analysis – Corporate Risk Analysis – Managing Risk – Project Selection Under Risk- Risk Analysis in Practice

Unit II: Capital Structure and Dividend Decision

Financial leverage – measures – EBIT, EPS Analysis – Operating leverage – business and operating risks – Theories of capital structure – Net income approach – Net operating income Approach – MM Hypothesis – Determinants of capital structure – Leasing – Nature & Types of Leasing – Advantages and Disadvantages of leasing – Financial evaluation of leasing, Dividend Theories – Walter's model – Gordon and MM's models – Dividend policy – forms of Dividend – Determinants of dividend policy.

Unit III: Working Capital Management

Management of working capital – concept – importance – Determinants and computation of working capital – Management of cash, inventory and receivables – Regulations of Bank credit to industry

Unit IV: Financial Statement Analysis and Miscellaneous

Nature of Financial Statement – Methods of Financial Statement analysis – Accounting ratios, types of ratios, their significance, uses and limitations – Fund Flow Analysis – Cash Flow analysis – Practical application of managerial techniques in decision making – Venture capital funds – Mergers and acquisitions – Mutual Funds – Factoring – Measurement and risk and returns – Securities and portfolios

Unit V: Tools and Scales as Applied to Financial Management Research

Need for scaling – methods of measurement of Institutional behaviour – Scaling Techniques -Socio metric scales – procedure for constructions – Statistical measures and their applications to financial management research problems – Measures of central tendency and variability – Correlation analysis – Testing of hypothesis – Z test – t test – Chi-square test and ANOVA – Non parametric statistics in Data analysis – Factor Analysis

Text Books:

1. Prasanna Chandra, 2012 'Financial Management', Tata McGraw Hill Publishing Company Ltd. New Delhi
2. Maheswari, S.N 2014 Financial Management, Sultan Chand Ltd, New Delhi
3. Gitman L.J and Manickam. M, 2015 Principles of Managerial Finance, Pearson Education New Delhi
4. Pandey. I.M. 2015'Financial Management', Vikas Publishing House (P) Ltd. New Delhi

Supplementary Readings:

1. Khan and Jain, 2014 'Financial Management', Tata McGraw Hill Publishing Company Ltd
2. James C Van Horne, 2012 'Financial Management and Policy '.
3. S.P.Gupta, 2014 Statistical Methods, Sultan Chand Publication, New Delhi
4. Kothari C.R, 2016 Research Methodology Methods and Techniques, New Age International Publications, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | S | M | S | M | S | M | L | M | L | L | S | S | S | S | S | M | M | S |
| CO2 | S | L | S | S | S | S | L | S | M | L | L | L | S | S | S | S | S | S |
| CO3 | M | L | L | L | S | M | L | S | M | L | L | L | S | S | S | L | M | S |
| CO4 | S | L | S | S | S | S | M | M | M | L | L | L | M | M | L | M | M | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. Finance for Everyone: Debt, Created by: McMaster University, Delivered by: Coursera, Taught by: Arshad Ahamed.
2. *Financial Engineering and Risk Management Part I (Coursera)*, Created by: Columbia University, Delivered by: Coursera, Taught by: Garud Iyengar and Martin Haugh.
3. *Corporate Financial Decision-Making for Value Creation (Coursera)*, Created by: University of Melbourne, Delivered by: Coursera, Taught by: Paul Kofman Sean Pinder.
4. Financial Management, Created by Vanitha Tripathi, Delhi University. Swayam

Semester II

Field of Specialization Course III: (3.10) Financial Markets and Services

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To impart the knowledge to the research scholars to understand the significance of Money market and financial intermediaries as applicable for academic research
- LO2:** To enable the scholars to gain expert knowledge of new issue market and secondary markets so suited for field studies by research.
- LO3:** To enable the scholars to understand the financial services so necessary to research about.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Critically examine the functioning of money markets by academic research
- CO2.** Evaluate and do research on Financial intermediaries based on primary and secondary data.
- CO3.** Explore and study the researchable aspects of New Issue market and Secondary markets
- CO4.** Investigate and identify the research aspects of various financial services so necessary for field level studies in India.
- CO5.** Develop the constructs and scales for research in financial markets and services and application of relevant research tools.

Unit I: Money Market

Money Market - Call Money Market - Treasury Bills Market -Commercial Bills Market - Markets for Commercial Course and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.

Unit II: Financial Intermediaries

Non Banking Financial Intermediaries –Investment Companies –Hire Purchase Finance –Lease Finance – Housing Finance – Mutual Benefits Financial Companies – Venture Capital Funds - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds

Unit III: New Issue Market and Secondary Market:

New Issue Market – Meaning and Advantages– General Guidelines for New Issue – Methods of Floating – Players – Recent Trends. Secondary Market: Stock Exchanges - Functions –NSC, OTCEI, NASDAQ - Market indexes - Recent Developments – NSDL - Role of Securities and Exchange Board of India – Reforms in Secondary Market – Efficient Market Theory.

Unit IV: Financial Services

Merchant Banking – Definition, Origin of Merchant Banking – Merchant Banking in India - Merchant Banks and Commercial Banks – Services of Merchant Bankers – Qualities required for Merchant Bankers – Guidelines – Market Making Process – Progress, Problems and Scope of Merchant Banking in India. Factoring– Meaning, Functions, Types, Cost and Benefit of Factoring – Factoring in India and Abroad - Credit Rating - Mechanism, Role of CRISI - ICRA Limited and CIBIL.

Unit V: Tools and Scales as Applied to Financial Market and Financial Services Research

Need for scaling – methods-Measurement of institutional behavior – Scaling Techniques- Socio Metric Scales – procedure for constructions. Statistical measures and their applications to financial market research problems – Measures of central tendency and variability – Correlation analysis - Testing of hypothesis – Z test- t Test – Chi-square test and ANOVA – Non parametric statistics in Data analysis– Factor Analysis

Text Books:

1. Bhole L.M 2016 Financial Institutions and Markets, , Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Nalini PravaTripathy 2015 Financial Instruments and Services, , Prentice Hall of India, New Delhi.
3. Gurusamy S 2015 Financial Markets and Institutions, S. Vijay Nicole Imprints (P) Ltd Chennai
4. Gordon and Natarajan, 2011 Financial Markets and Services, Himalaya Publishing House. Mumbai

Supplementary Readings:

1. Jeff Madura, 2011 Financial Markets and Institutions, 5th Ed., South-Western College Publishing.
2. Khan, M.Y, 2012 Financial Services, Tata McGraw Hill. Publishing Company Limited, New Delhi.
3. Gupta S.P 2012 Statistical Methods, Sultan Chand Publication, New Delhi.
4. Kothari C.R2016 Research Methodology Methods and Techniques, New Age International Publications, New Delhi.

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | M | M | L | S | S | M | M | M | S | L | L | L | S | M | M | S | M | S |
| CO2 | S | M | M | S | S | M | L | S | M | L | L | L | M | M | M | S | S | S |
| CO3 | S | S | M | S | S | M | L | S | M | L | L | L | S | S | M | M | M | S |
| CO4 | S | S | M | S | S | M | L | S | M | L | L | L | S | S | M | M | M | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. MOOC Material: **Financial Markets**, Created by: Yale University, Taught by: Robert Shiller.
2. MOOC Material: **Global Financial Markets and Instruments**, Created by: Rice University, Taught by: Arzu Ozoguz.
3. MOOC Material: **Finance for Everyone: Markets**, Created by: McMaster University, elivered by: Coursera, Taught by: Arshad Ahamed.

Semester II

Field of Specialization Course III: (3.11) International Business

Credits : 6

Hours : 90

Learning Objectives:

- LO1:** To impart the knowledge to the scholars to understand International Business for academic research
- LO2:** To enable the scholars to gain expert knowledge of theory of trade and Investment so suited for survey based research.
- LO3:** To enable the scholars to understand the Global Business and International Marketing environment related to research in Commerce.

Course Outcomes:

After the successful completion of the course, the scholars will be able to:

- CO1.** Comprehend the nature and functioning of international business so suited for research
- CO2.** Examine the various theories of trade and investment and its application in international business necessary for academic research
- CO3.** Explore and identify the researchable areas on functioning of Global business relevant to academic research in commerce
- CO4.** Evaluate and do research on Investment, marketing and taxation aspects of international business so warranting research in chosen areas.
- CO5.** Develop the constructs and scales for research in international business and services and application of relevant research tools.

Unit I : Basis of International Business

Globalisation and its drivers; every modes and development strategies;
Evaluation of different modes and selection of an energy strategy

Unit II: Theory of Trade and Investment

Trade Theories-Mercantilism-Theory of absolute advantage; The Theory of comparative advantage; Factor Proportions Theory; Product Life Cycle Theory; New Trade Theory; Theory of National complete advantage – Investment Theories-Relationship between export and FDI-OLI Theory and LLL Theory.

Unit III: Global Business

Foreign Exchange Market; International Monetary System; Exchange rate arrangements; International money and Capital market; International banking.

Unit IV : International Marketing and International Taxation and investment Issues

International Marketing : An Overview ; EPRG frame work and its relevance to assessment of a firms 'involvement with international markets- Internationalisation process of business firms; Theories and Models; psychic distance, international strategy formulation and firm performance; consumer ethnocentrism and country – of- origin effects. International double taxation; International tax evasion and avoidance- Transfer Pricing, Tax heavens, treaty shopping: Methods to alleviate international double taxation; double taxation Avoidance Agreement (DTAAS) Bilateral Investment Treaties

Unit V: Tools and Scales as Applied to International Business

Need for scaling – Methods-Measurement of institutional behavior – Socio-metric scaling Techniques – procedure for constructions. Statistical measures and their applications to International business research problems – Measures of central tendency and variability – Correlation analysis - Testing of hypothesis – Z test- t Test – Chi-square test and ANOVA – Non parametric statistics in Data analysis– Factor Analysis

Text Books:

1. Rajwada, A.V 2012 Foreign Exchange and International Finance, Tata McGraw Hill Publish Co New Delhi
2. Khurama PK 2014 Export Management. Galgotia Publishing Company, New Delhi
3. Rudder Dutt and Sundaram KPM 2016 Indian Economy S.Chand and Co Ltd, New Delhi

Supplementary Readings:

1. Agarwal and Verma 2014 International Trade, TBH Publishers, Chennai
2. Mithani D.M 2015 An Introduction to International Economics, Himalaya Publishing House, Mumbai
3. Jhngan, ML 2014 International Economics, Konark Publications, New Delhi
4. Sharma V International Financial Management, Prentice Hall of India Ltd, New Delhi
5. Jeevanandham C, 2014 Foreign Exchange and Risk Management, Sultan Chand and Sons, New Delhi
6. .Kothari C.R 2010, Research Methodology Methods and Techniques, New Age International Publications, New Delhi

Outcome Mapping

| CO/ PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | M | M | L | S | S | L | L | M | S | L | L | L | S | S | S | M | M | S |
| CO2 | M | M | L | S | S | M | L | S | M | L | L | L | S | S | S | M | M | S |
| CO3 | S | S | M | S | S | M | M | S | S | S | S | S | S | S | M | M | S | S |
| CO4 | S | S | M | S | S | M | M | S | S | S | S | S | S | S | M | M | S | S |
| CO5 | S | M | M | M | S | S | M | S | L | S | S | S | S | M | M | S | M | S |

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

1. MOOC Material: **Quantitative Foundation for International Business (Coursera)**, Created by: University of London, Delivered by: Coursera, Taught by: George Kapetanios.
2. MOOC Material: **International Finance**, Created by: Marginal Revolution University, Delivered by: MR University, Taught by: Alex Tabarrok and Tyler Co