

**HAJEE KARUTHA ROWTHER HOWDIA COLLEGE**

**(AUTONOMOUS)**

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

**POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE**

**Uthamapalayam - 625 533**



**MASTER OF PHILOSOPHY IN COMMERCE**

**(With effect from the Academic Year 2020 – 2021 Onwards)**

# HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(AUTONOMOUS)

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

## POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE

**B.COM**

### OUTCOME BASED EDUCATION CURRICULUM FRAMEWORK

#### **Vision**

To become a Centre of Academic Excellence with total commitment to Quality Education in Commerce with finance specialization

#### **Mission**

- To train finance professional and entrepreneurs with ethical values
- To strengthen the programme in the area of research focusing on social relevance
- Providing holistic development of students
- Employability through Activity Based learning

#### **M.Phil., and PhD Degree Program Educational Objectives (PEO)**

The mission of the graduate program in Commerce is to provide graduate students with learning opportunities for acquiring a broad foundation of Commerce knowledge, an in- depth research experience at the frontiers of business and industry, and skills for life-long learning and professional development.

Consistent with its mission, the graduate program has the following educational objectives for the graduates of its M.Phil., Ph.D. degree programs:

1. To enables the scholars to get exposure in the areas of Finance, Human
2. Resource, Research Methods and other functional areas of business
3. To equip and encourage the scholars in paper presentation and publications and there by enrich their Calibre.
4. To provide practical training in statistical packages.
5. To impart the art of dissemination of knowledge through effective teaching.
6. To develop skills in the application of research methods for business problem

#### **RESEARCH GRADUATE ATTRIBUTES**

As an Arts and Science College with due importance to Sciences and Humanities, the following graduate attributes will be nurtured in our students in a rich academic environment with excellent learning and research, co-curricular and extracurricular experiences.

1. **Sense of inquiry:** Capability for asking relevant/appropriate questions relating to the issues and problems in the field of Commerce, and planning, executing and reporting the results of a theoretical or experimental investigation.

**2. Strong Analytical Thinking and Problem Solving Abilities**

Ability to employ critical thinking and efficient problem solving skills in all the areas of Commerce.

**3. Ethical awareness / reasoning:**

The graduate should be capable of demonstrating ability to think and analyze rationally with modern and scientific outlook and identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights, and adopting objectives, unbiased and truthful actions in all aspects of work.

**4. National and international perspective:**

The graduates should be able to develop a national as well as international perspective for their career in the chosen field of the academic activities. They should prepare themselves during their most formative years for their appropriate role in contributing towards the national development and projecting our national priorities at the international level pertaining to their field of interest and future expertise.

**5. Lifelong learners:**

Capable of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and re-skilling in all areas of Commerce.

**6. Highly specialized knowledge of Area of Study**

Our scholars shall have a comprehensive specialized knowledge of their chosen area of research which is acquired thorough focused experiences, collaborations with other institutions/industries.

**7. Motivation of Intellectual Development**

Regular interactions in forums like knowledge forum and attending various workshops, seminars, conferences and the interactions thereof will give a strong motivation to our scholars for the intellectual development.

**Programme Outcome (PO)**

After completion of M.Phil Degree Programme, the scholars will be able to:

**PO-1** Develop a systematic understanding on the issues in industry, trade, commerce and economy.

**PO-2** Apply conceptual business knowledge to find a viable solution for the problems of business through research using appropriate techniques such as case analysis, projects and assignments.

**PO-3** Learning the importance of professional and intellectual integrity, professional code of conduct, ethics of research and scholarship and understanding the responsibility to contribute to the community for the sustainable development of the society.

**PO-4** Demonstrate a critical awareness of current issues in accounting and commerce through leading edged project and practice.

**PO-5** Recognize and integrate life-long learning skills to become pro-active in personal and professional live.

**SUBJECTS OF STUDY:**

- I. Research Methodology
- II. Marketing Management and Research
- III. Advanced Financial Management
- IV. Human Resource Management / Functional Management

Internal 40 marks will be as follows:

- 25 marks for Test (Two Test`s – Average to be taken).
- 10 marks for Assignment
- 5 marks Seminar or Quiz.

External 60 marks will be as follows:

- Section A –  $6 \times 5 = 30$  (Choosing either A (or) B, from all five units.)
- Section B –  $3 \times 10 = 30$  (Three out of Five questions from each unit)

There is no Internal Passing Minimum:

Course	Passing Minimum	Passing Minimum over all
M.Phil	27 marks	50 marks

**HAJEE KARUTHA ROWTHER HOWDIA COLLEGE, UTHAMAPALAYAM  
COMMERCE RESEARCH CENTRE**

<b>COMMERCE M.Phil – 2017-18</b>						
<b>SEMESTER I</b>						
Subject Code	Name of the subject	Credit	Hrs P.W	Internal Marks	External Marks	Total Marks
20MCRC11	Research Methodology	4	6	40	60	100
20MCRC12	Marketing Management And Research	4	6	40	60	100
20MCRC13	Advanced Financial Management	4	6	40	60	100
20MCRE11	Human Resource Management	4	6	40	60	100
20MCRE12	Functional Management	4	6	40	60	100

<b>SEMESTER II</b>						
Subject Code	Name of the subject	Credit	Hrs P.W	Internal Marks	External Marks	Total Marks
	Dissertation	4		75	75	150
	Viva Voce					50
	Total Marks	20				500

## M.Phil COMMERCE

Course Code	Course Title	Category	L	T	P	Credit
20MCRC11	Research Methodology	Core	90			4

### Preamble

To provide awareness and skills to distinguish between the theoretical issues of research and practical consideration of research design and also to inculcate the skill of data collection and data analyses and dissemination.

### Course Outcomes (CO)

On the successful completion of this course, scholars will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO1	Explain the key elements of social research and identification of research problem and research gap	K2, K3 & K4
CO2	Focusing the appropriate research route (methodology, framing and testing of hypothesis )	K2, K3 & K4
CO3	Explain the instruments to be used in planning and analyzing the primary and secondary data to conduct scholarly research project	K2, K3 & K4
CO4	Explore the relevant statistical tools to be applied in supporting the research issues	K2, K3 & K4
CO5	Focusing the exercise involved in the preparation of report writing	K2, K3, K4 & K5

K1 – Knowledge K2 – Understand K3- Apply K4 – Evaluate K5 - Create

### Mapping of CO with PO

	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S- Strong

M- Medium

L- Low

# **SYLLABUS**

## **UNIT I**

Research – Definition – Objectives – Types: Pure, applied – Methods: Case Study, Survey – Research Problem – Definition, essentials, Sources – Research Design – Meaning, steps and significant.

## **UNIT II**

Sampling – Meaning, steps criteria – Methods – Sampling error – Hypothesis – Concepts, steps, sources – Testing of Hypothesis – Chi-square test, ‘t’ test, ‘z’ test and ‘f’ test – Limitations.

## **UNIT III**

Data Collection – Primary – Sources techniques – Observation – Interview types, essentials and limitations – Questionnaire & Schedule – Designing – Reliability & Validity – Scaling technique – Pre-testing – Pilot study.

## **UNIT IV**

Data Processing: Meaning, steps – interpretation – Analysis of data – Types of Analysis – Tools of analysis – Correlation-regression, Multivariate analysis.

## **UNIT V**

Report writing – Meaning, target groups – Format – steps in writing – Introduction to Areas of Research. Ethics in Report writing – Plagiarism –Submission of Report

**TEXT BOOKS**

1. Research Methodology Methods and Techniques – C.R. Kothar., Sulthan & Sons  
New Delhi
2. Research Methodology Methods and Techniques – C.R. Kothar., & Gaurav Garg -  
New Age International Publishers.
3. Thesis and Assignment writing : Anderson J.Berry & Poole.M

**REFERENCE BOOKS**

1. Methods of Social Survey and Research : S.R Bajpai, Kitab Ghar, Kanpur.
2. Research in Social Sciences : Pattenshetti, Sultan Chand & Sons, New Delhi.

**Pedogogy**

Chalk and Talk, Group Discussion, PPT

**Teaching aids**

Black Board, LCD Projector



## Course Contents and Lecture Schedule

Module No.	Topic	Number of Lectures	Content Delivery Method	TeachingAids
<b>Unit I Introduction to Research</b>				
1.1	Research – Definition – Objectives	2	Chalk and Talk	Black Board,
1.2	Types: Pure, applied – Methods:..	4	Chalk and Talk	Black Board
1.3	Case Study, Survey	3	Chalk and Talk	Black Board
1.4	Research Problem – Definition, essentials, Sources	5	Chalk and Talk	Black Board
1.5	Research Design – Meaning, steps and significant	4	Chalk and Talk	Black Board
<b>Unit II Sampling</b>				
2.1	Sampling – Meaning, steps criteria	3	Chalk and Talk	Black Board
2.2	Methods – Sampling error —	3	Chalk and Talk	Black Board
2.3	Hypothesis – Concepts, steps, sources	4	Chalk and Talk	Black Board
2.4	Testing of Hypothesis – Chi-square test, ‘t’ test, ‘z’ test and ‘f’ test – Limitations.	8	Chalk and Talk	Black Board
<b>Unit III Data Collection</b>				
3.1	Data Collection – Primary	2	Chalk and Talk	Black Board
3.2	Sources techniques – Observation	3	Chalk and Talk	Black Board
3.3	Interview types, essentials and limitations –	3	Chalk and Talk	Black Board
3.4	Questionnaire & Schedule – Designing – Reliability & Validity	3	Chalk and Talk	Black Board
3.5	Scaling technique – Pre-testing	3	Chalk and Talk	Black Board
3.6	Pilot study	4	Chalk and Talk	Black Board
<b>Unit IV Data Processing</b>				

4.1	Data Processing: Meaning, steps – interpretation – Analysis of data	6	Chalk and Talk	Black Board
4.2	Types of Analysis – Tools of analysis – Correlation	4	Chalk and Talk	Black Board
4.3	regression	4	Chalk and Talk	Black Board
4.4	Multivariate analysis	4	Chalk and Talk	Black Board
<b>Unit V</b>				
5.1	Report writing – Meaning, target groups.	9	Chalk and Talk	Black Board
5.2	Format – steps in writing – Introduction to Areas of Research	9	Chalk and Talk	Black Board
<b>TOTAL</b>		<b>90</b>		

Course Code	Course Title	Semester	Category	L	T	P	Credit
20MCRE12	Marketing Management And Research	I	Core I	90			4

### Preamble

- To Know the basic principles and practices of marketing
- To acquire knowledge of marketing, pricing and Research
- To understand the importance global Marketing

### Course Outcomes

After completing this course the student will be able to

S.No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
1	Gain the knowledge about marketing the Marketing Mix and its components in detail	K1, K2
2	Explain the marketing mix and its components in detail	K1,K2, K4
3	Evaluate the components of product mix	K1,K2, k3
4	Articulate Sales Promotional techniques used in modern marketing	K1, K3
5	Know the basic aspects of the channels of distribution and consumer behaviour. Carryout research in various topics pertaining to Marketing Management.	K2,K3,K5, K6

**K1-Knowledge K2-Understand K3- Apply K4-analyse K5-Evaluate K6- Create**

### Mapping of CO with PO

COS	PO1	PO2	PO3	PO4	PO5
1	S	S	S	S	S
2	S	S	S	S	S
3	S	S	S	M	S
4	S	S	S	S	S
5	S	S	S	M	S

**S-Strong**

**M-Medium**

**L-Low**

**Syllabus (Total 90 Hours)**

**UNIT I (18 hrs)**

Marketing Introduction of Marketing - Meaning and Definition - Nature and Scope of Marketing - Concept and Important of Marketing - Basic approaches of Marketing - Advantages and Disadvantages of Marketing - Characteristics of Marketing.

### **UNIT II (18 hrs)**

4 Ps Of Marketing Product, Place, Promotion and Price - Introduction - Meaning and Definition - Objectives of 4 Ps - Product life cycle - Product line and product mix - Kinds of Pricing - Types of Sales - Managing a Marketing System- Type of Marketing Environment.

### **Unit-III: (18 hrs)**

Product Planning And Development Meaning of Product - Classification of Products - Importance of Product Innovation - Development of New Product - New Product Adoption and Diffusion Process - Importance of Sales - Steps in Selling

### **Unit-IV: (18 hrs)**

Advertising Introduction - Meaning and Definition of Advertising - Objectives of Advertising - Advantages and Limitation of Advertising Media of Advertising - objectives and Functions of Advertising - Scope of Advertising - Sales promotion.

### **Unit-V: (18 hrs)**

Understanding Consumer Behavior Importance and Difficulty of Understanding Consumer Behavior - Cultural Influences - Psychological Determination of Buyers Behavior - Decision Making Process in Buying - Need for Study - Consumer Buying - Decision Process - Buying Motives - theories of Consumer Behaviour.

### **Books for Reference:**

1. Adrian Palmer (2001), Principles of Services Marketing, 3rd Edition, McGraw-Hill Book Co ,Singapore
2. Gupta, C.B. & Rajan Nair (1996), Marketing Management, 7th Edition, Sultan Chand & Sons, New Delhi.
3. Philip Kotler & Kevin Lare (2007), Marketing Management, 12th Edition, Dorling Kindersely (India) Pvt, New Delhi.
4. Varshney, R.L. and S.T. Gupta (2004), Marketing Management, 1th Edition, Indian Institute of Foreign trade, New Delhi.
5. William J. Stanton & Charles Futrell (1987), Fundamentals of Marketing, 8<sup>th</sup> Edition, McGraw-Hill Book Co., Singapore.

### **PEDAGOGY**

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

### **COURSE DESIGNER**

Dr.A.Sulthan Mohideen - Department of Commerce

### Course Contents and Lecture Schedule (Marketing Management)

S.No.	Topic	No. of Lectures	Content delivery method	Teaching aids
	<b>Unit 1 - Introduction to Marketing</b>			
	Marketing Introduction of Marketing - Meaning and Definition - Nature and Scope of Marketing -	8	Lecture, Discussion	Black Board
	Concept and Important of Marketing - Basic approaches of Marketing - Advantages and Disadvantages of Marketing - Characteristics of Marketing	10	Lecture, Discussion	Black Board
	<b>Unit - 2 4 Ps Of Marketing Product</b>			
	4 Ps Of Marketing Product, Place, Promotion and Price - Introduction - Meaning and Definition - Objectives of 4 Ps -.	9	Lecture & Discussion	Black Board
	Product life cycle - Product line and product mix - Kinds of Pricing - Types of Sales - Managing a Marketing System- Type of Marketing Environment	9	Discussion, Chalk & Talk	Black Board
	<b>Unit - 3 Product Planning</b>			
	Product Planning and Development Meaning of Product - Classification of Products - Importance of Product	10	Lecture, Chalk & Talk	Black Board
	Innovation - Development of New Product - New Product Adoption and	8	Chalk & Talk	Black Board

	Diffusion Process - Importance of Sales - Steps in Selling			
	<b>Unit - 4 Advertising</b>			
	Advertising Introduction - Meaning and Definition of Advertising - Objectives of Advertising - Advantages and Limitation of Advertising	10	Discussion Chalk & Talk	Black Board
	Media of Advertising - objectives and Functions of Advertising - Scope of Advertising - Sales promotion.	8	Lecture, Discussion, Chalk & Talk	Black Board
	<b>Unit - 5 Consumer Behaviour</b>			
	Understanding Consumer Behavior Importance and Difficulty of Understanding Consumer Behavior - Cultural Influences - Psychological Determination of Buyers Behavior	8	Lecture, Chalk & Talk	Black Board
	- Decision Making Process in Buying - Need for Study - Consumer Buying - Decision Process - Buying Motives - theories of Consumer Behaviour.-	10	Lecture, Chalk & Talk	Black Board
	<b>Total</b>	<b>90</b>		

Course Code	Course Title	Semester	Category	L	T	P	Credit
20MCRC13	Advanced Financial Management	I	Core III	90			4

### Preamble

This course makes the Scholars to have in-depth knowledge on the various aspects of managing corporate finance.

To Acquire the advance knowledge of Financial Management, acquire skills in analysing capital structure, leverages, working capital management and impart the knowledge on the dividend and dividend policy

**Prerequisite** Scholars should have the basic knowledge on cost, management and financial accounting.

S.No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
1	Acquaint with the the role of financial managers in business corporations	K2,K3,K5
2	Assimilate various dimensions of Capital Budgeting	K2, K4, K6
3	Evaluate the various aspects regarding Cost of Capital, Capital structure and leverages	K3, K4
4	Know, evaluate and anaylse the significant features of Dividend and Dividend Policy, Theories of dividend decisions and thereby create generally accepted dividend policies	K3, K5 ,K5, K6
5	Carryout research in Mergers, Acquisitions and Takeovers to analyse and create suitable polices	K3, K6

**K1 - Knowledge K2 - Understand K3 - Apply K4 - Analyse K5 - Evaluate K6 - Create**

### Mapping of CO with PO

COS	P01	P02	P03	P04	P05
1	S	S	M	S	S
2	S	S	M	S	S
3	S	S	M	S	S
4	S	S	M	S	S
5	S	S	M	S	S

**S-Strong**

**M-Medium**

**L-Low**

## **Syllabus (Total 90 Hours)**

### **Unit - I (18 Hrs)**

Financial Management - Meaning, Definition and Functions - Scope - Objectives - Key activities of Financial Management - Organization of Finance Section - An outline of Financial Systems in India. Financial Analysis - Financial Statements Analysis - Ratio Analysis - Cash and Fund Flow Analysis - Marginal Costing and Break Even Analysis - Social Cost benefit analysis.

### **Unit - II (18 Hrs)**

Capital Budgeting - Principles and Techniques - Pay back method - Discounted Cash Flow Method (DCF) - Time Adjusted (TA) - Techniques- Present Value (PV) - Net Present Value (NPV) Method - Internal Rate of Return (IRR) Method - Average Rate of Return - Technical Value Method. Analysis of Risk and Uncertainty - Definition of Risk - Sensitivity Analysis - Risk Evaluation Approaches - Risk Adjusted Discount Approach - Probability Distribution Approach - Decision Tree Approach. Working Capital Management - Permanent and temporary working capital - Changes in working capital- Determinants of working capital- Computation of working capital - requirements - w. capital compounds - cash, Receivables and inventory management.

### **Unit - III (18 Hrs)**

Cost of Capital - Definition - Importance - Assumptions - Explicit and Implicit costs - Measurement of specific cost - cost of equity - cost of debt - cost of retained earnings - cost of preference shares - computation of overall cost of capital. Capital Structure - Factors influencing financial decisions - Methods of financing - Theories of capital structure - capital gearing - Financial Leverages and Operating Leverage.

### **Unit - IV (18 Hrs)**

Dividend and Dividend Policy - Meaning, classification and sources of dividend - Factors influencing dividend policies - Theories of dividend decisions - Irrelevance and relevance theory - Generally accepted dividend policies.

### **Unit - V (18 Hrs)**

Mergers, Acquisitions and Takeovers - Reasons for merger - Legal and tax aspects of merger - Financial aspects of a merger - Purchase of a division/plant - Takeovers International Financial Management - Foreign Exchange Market - Financing Exports - Foreign currency finance - Documents used in Foreign Trade - Foreign Exchange Exposure - Management of foreign exchange exposure.

### **Books Recommended**

1. Financial Management : Khan and Jain, Tata McGraw Hill
2. Financial Management : Prasanna Chandra, Tata McGraw Hill



3. Financial Management and Policy : Ravi M. Kishore, Taxmann
4. Financial Management and Policy : James C. Van Horne, Prentice Hall Publications Pvt. Ltd.,

### **PEDAGOGY**

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

### **COURSE DESIGNER**

Dr.A.Abbas Manthiri - Department of Commerce

### **Course Contents and Lecture Schedule (Advanced Financial Management)**

<b>S.No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Content delivery method</b>	<b>Teaching aids</b>
	<b>Unit 1 Introduction to Financial Management</b>			
	Financial Management - Meaning, Definition and Functions - Scope - Objectives - Key activities of Financial Management - Organization of Finance Section -	8	Lecture, Discussion	Black Board, PPT
	An outline of Financial Systems in India. Financial Analysis - Financial Statements Analysis - Ratio Analysis - Cash and Fund Flow Analysis - Marginal Costing and Break Even Analysis - Social Cost benefit analysis-	10	Lecture, Discussion	Black Board, PPT
	<b>Unit - 2 - Capital Budgeting</b>			
	Capital Budgeting - Principles and Techniques - Pay back method - Discounted Cash Flow Method (DCF) - Time Adjusted (TA) - Techniques- Present Value (PV) - Net Present Value (NPV) Method - Internal Rate of Return (IRR) Method - Average Rate of Return - Technical Value Method. Analysis of Risk and Uncertainty - Definition of Risk - Sensitivity Analysis	10	Lecture & Discussion	Black Board, PPT
	Risk Evaluation Approaches - Risk Adjusted Discount Approach - Probability Distribution Approach -	8	Discussion,	Black Board, PPT

	Decision Tree Approach. Working Capital Management - Permanent and temporary working capital - Changes in working capital- Determinants of working capital- Computation of working capital - requirements - w. capital compounds - cash, Receivables and inventory management.		Chalk & Talk	
	<b>Unit – 3 Cost of Capital</b>			
	Cost of Capital - Definition - Importance - Assumptions - Explicit and Implicit costs - Measurement of specific cost - cost of equity - cost of debt - cost of retained earnings - cost of preference shares -	9	Lecture, Chalk & Talk	Black Board, PPT
	computation of overall cost of capital. Capital Structure - Factors influencing financial decisions - Methods of financing - Theories of capital structure - capital gearing - Financial Leverages and Operating Leverage.	9	Chalk & Talk	Black Board, PPT
	<b>Unit – 4 Dividend and Dividend Policy</b>			
	Dividend and Dividend Policy - Meaning, classification and sources of dividend	10	Discussion Chalk & Talk	Black Board, PPT
	Factors influencing dividend policies - Theories of dividend decisions - Irrelevance and relevance theory - Generally accepted dividend policies	8	Lecture, Discussion, Chalk & Talk	Black Board, PPT
	<b>Unit – 5 Compensation Administration</b>			
	Mergers, Acquisitions and Takeovers - Reasons for merger - Legal and tax aspects of merger - Financial aspects of a merger - Purchase of a division/plant - Takeovers	9	Lecture, Chalk & Talk	Black Board, PPT

	International Financial Management - Foreign Exchange Market - Financing Exports - Foreign currency finance - Documents used in Foreign Trade - Foreign Exchange Exposure - Management of foreign exchange exposure	9	Lecture, Chalk & Talk	Black Board, PPT
	<b>Total</b>	<b>90</b>		

Course Code	Course Title	Semester	Category	L	T	P	Credit
20MCRE11	Human Resource Management	I	Elective I	90			4

### Preamble

This course makes the Scholars to have in-depth knowledge on the various functions of Human Resource Management

**Prerequisite** Scholars should have the basic knowledge on Personal Management.

**Course Outcomes on completion of the course the students will be able to**

S.No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
1	Appreciate the principles and practices of Human resource management	K2,K3,K5
2	Understand various aspects of recruitment	K2, K4, K6
3	Assimilate various dimensions of training and development	K3, K4
4	Know significant features of Job evaluation techniques and compensation policies and procedures	K3, K5 ,K6
5	Carryout research in HRM to identify the trends, developments and issues.	K3, K6

**K1 - Knowledge K2 - Understand K3 - Apply K4 - Analyse K5 - Evaluate K6 - Create**

### Mapping of CO with PO

COS	PO1	PO2	PO3	PO4	PO5
1	M	S	S	S	S
2	M	S	S	S	S
3	S	S	S	S	S
4	S	S	S	S	S
5	S	S	S	S	S

**S-Strong**

**M-Medium**

**L-Low**

## **Syllabus (Total 90 Hours)**

### **Unit I (18 hrs)**

Human Resource Management - Evolution and Changing Environment - Objectives - Functions of HRM - Line and Staff view of HRM - HRM as a Profession - Future role of HRM - Human Resource Information System (HRIS) - Its role and relevance - Ethical Issues in HRM - Whistle blowing.

### **Unit II (18 hrs)**

Strategic HRM - Role of HRM in Corporate Goal Setting -Levels of Strategic Management - Models of Strategic HRM -Applications of Strategic HRM - HR Planning - Concept, Organization and Practices.

### **Unit III (18 hrs)**

Job Analysis - Components - Job Description and Specification- Recruitment - Characteristics and types - Selection Process - Tests and Interviews - Induction and Socialization - performance Evaluation - Purpose - Factors affecting Performance evaluation- Performance Management System (PMS).

### **Unit IV (18 hrs)**

Training and Development - Need and Importance -Assessment of employee training needs - Steps in training - Methods of Training - Management Development Programmes - Significance and Types - Career Planning and Development - Career Counseling, Job Rotation - Promotion and Transfer - Retirement and other Separation Processes.

### **Unit V (18 hrs)**

Compensation Administration - Developing a sound compensation Structure - Incentives and Benefits - Grievances Handling and Discipline - Collective bargaining - HRM in changing environment - HRM in Virtual Organizations International & Indian HR Practices

### **Book for reference:**

1. Pravin Durai (2010), Human Resources Management, Pearson Education, New Delhi.
2. VSP, Rao (2002), Human Resource Management: Text & Cases, Excel Books, New Delhi.
3. Edwin Flippo, (1984), Personnel Management, Tata McGraw Hill, New Delhi.
4. Stephen P.Robbins (2007), Organisational Behaviour, Prentice Hall of India Ltd, New Delhi.

5. Mamoria & Gankar 2011 Human Resource Management, Himalaya Publication House Pvt.Ltd, New Delhi 6. J.Jaya Sankar (2013), Human Resource Management, Margham publication, Chennai

### **PEDAGOGY**

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

### **COURSE DESIGNER**

Dr.A.Sulthan Mohideen - Department of Commerce

### **Course Contents and Lecture Schedule (Human Resource Management)**

<b>S.No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Content delivery method</b>	<b>Teaching aids</b>
	<b>Unit 1 Introduction to Human Resource Management</b>			
	Human Resource Management - Evolution and Changing Environment - Objectives - Functions of HRM - Line and Staff view of HRM -	9	Lecture, Discussion	Black Board, PPT
	HRM as a Profession - Future role of HRM - Human Resource Information System (HRIS) - Its role and relevance - Ethical Issues in HRM - Whistle blowing.	9	Lecture, Discussion	Black Board, PPT
	<b>Unit – 2 - Strategic HRM</b>			
	Strategic HRM - Role of HRM in Corporate Goal Setting -Levels of Strategic Management	10	Lecture & Discussion	Black Board, PPT
	Models of Strategic HRM - Applications of Strategic HRM - HR Planning - Concept, Organization and Practices	8	Discussion, Chalk & Talk	Black Board, PPT
	<b>Unit – 3 Job Analysis</b>			
	Job Analysis - Components - Job Description and Specification- Recruitment - Characteristics and types - Selection Process - System (PMS).	10	Lecture, Chalk & Talk	Black Board, PPT

	Tests and Interviews - Induction and Socialization - performance Evaluation - Purpose - Factors affecting Performance evaluation- Performance Management	8	Chalk & Talk	Black Board, PPT
	<b>Unit - 4 Training and Development</b>			
	Training and Development - Need and Importance - Assessment of employee training needs - Steps in training - Methods of Training - Management Development Programmes	10	Discussion Chalk & Talk	Black Board, PPT
	Significance and Types - Career Planning and Development - Career Counseling, Job Rotation - Promotion and Transfer - Retirement and other Separation Processes	8	Lecture, Discussion, Chalk & Talk	Black Board, PPT
	<b>Unit - 5 Compensation Administration</b>			
	Compensation Administration - Developing a sound compensation Structure - Incentives and Benefits - Grievances Handling and Discipline	10	Lecture, Chalk & Talk	Black Board, PPT
	Collective bargaining - HRM in changing environment - HRM in Virtual Organizations International & Indian HR Practices	8	Lecture, Chalk & Talk	Black Board, PPT
	<b>Total</b>	<b>90</b>		

Course Code	Course Title	Semester	Category	L	T	P	Credit
20MCRE12	Functional Management	I	Elective II	90			4

### Preamble

This course makes the Scholars to have in-depth knowledge on the various aspects of Functional Management Areas.

To nurture the research aptitude among the scholars on the issues pertaining to the functional areas of CRM, HRM, Financial Markets and business strategies.

**Prerequisite** Scholars should have the basic knowledge on management.

S.No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
1	Acquaint with the application of business research and environment research	K2,K3,K5
2	Assimilate various aspects of customer relationship management and relationship marketing	K2, K4, K6
3	Evaluate and understand the concept avenues of Human Resource Management and its various aspects	K3, K4
4	Know, evaluate and analyse the significant features of capital markets and Research for primary market - Trend and determinant	K3, K5 ,K5, K6
5	Carryout research on business strategies, analyse and evaluate the Ethics and Social responsibility of business	K3,K5,K6

**K1 - Knowledge K2 - Understand K3 - Apply K4 - Analyse K5 - Evaluate K6 - Create**

**Mapping of CO with PO**

COS	PO1	PO2	PO3	PO4	PO5
1	S	S	S	S	S
2	S	M	S	S	S
3	S	S	S	S	S
4	S	M	S	S	S
5	S	M	S	S	S

**S-Strong**

**M-Medium**

**L-Low**



## **Syllabus (Total 90 Hours)**

### **Unit – I Business Research (18 hrs)**

Business decisions - Concept and process -Research as a, decision support system - Components of business research dimension - Environment research - Research on functional areas - Institutional research in the context of liberalisation, privatisation and globalization .

### **Unit –II CRM and Research (18 hrs)**

CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

### **Unit – III HRM and Research (18 hrs)**

Research for personnel decisions - Research on effectiveness of different sources of recruitment and training - Research on leadership :Traits, Style and Effectiveness - Research on employee - Motivation - Absenteeism , Job satisfaction , Welfare measures - Quality of Work Life and participation in management - Research on personnel information system

### **UNIT - IV Financial Markets and Research (18 hrs)**

Research for capital market decisions - Research for primary market - Trend and determinant - Research on secondary data : Trend Volatility and Determinant - Research on performance of mutual funds - Research on investor behaviour and protection - Research on global capital market instruments and institutions - Research on capital market information system.

### **UNIT- V Business strategies and Research (18 hrs)**

Research on business strategies - Strategic alliances and divorces - Mergers - Acquisitions - Disinvestments - Reorganisations - Reengineering - Corporate governance - Ethics - Social responsibility

#### **BOOKS RECOMMENDED**

1. Marketing Management - Philip Kotler ( Prentice - Hall of India Private Limited )
2. Personnel Management - C.B Memoria
3. Industrial Relations - A.M. Sharma
4. Organisational Behaviour - L.M. Prasad
5. Strategic Management - Shiv Ramu

#### **PEDAGOGY**

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

#### **COURSE DESIGNER**

Dr.A.Sulthan Mohideen - Department of Commerce

### Course Contents and Lecture Schedule (Functional Management Decision)

S.No.	Topic	No. of Lectures	Content delivery method	Teaching aids
	<b>Unit 1 Business Research</b>			
	Business decisions - Concept and process -Research as a, decision support system - Components of business research dimension --	10	Lecture, Discussion	Black Board, PPT
	Environment research - Research on functional areas - Institutional research in the context of liberalisation, privatisation and globalization	8	Lecture, Discussion	Black Board, PPT
	<b>Unit - 2 - CRM and Research</b>			
	CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction,.	10	Lecture & Discussion	Black Board, PPT
	Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement	8	Discussion, Chalk & Talk	Black Board, PPT
	<b>Unit - 3 HRM and Research</b>			
	Research for personnel decisions - Research on effectiveness of different sources of recruitment and training - Research on leadership :Traits, Style and Effectiveness -	9	Lecture, Chalk & Talk	Black Board, PPT
	Research on employee - Motivation - Absenteeism , Job satisfaction , Welfare measures - Quality of Work Life and participation in management - Research on personnel information system	9	Chalk & Talk	Black Board, PPT
	<b>Unit - 4 Financial Markets and Research</b>			
	Research for capital market decisions - Research for primary market - Trend and determinant -	10	Discussion Chalk &	Black Board, PPT

	Research on secondary data :		Talk	
	Trend Volatility and Determinant - Research on performance of mutual funds - Research on investor behaviour and protection - Research on global capital market instruments and institutions - Research on capital market information system.	8	Lecture, Discussion, Chalk & Talk	Black Board, PPT
	<b>Unit - 5 Business strategies and Research</b>			
	Research on business strategies - Strategic alliances and divorces - Mergers - Acquisitions -	10	Lecture, Chalk & Talk	Black Board, PPT
	Disinvestments - Reorganisations - Reengineering - Corporate governance - Ethics - Social responsibility	8	Lecture, Chalk & Talk	Black Board, PPT
	<b>Total</b>	<b>90</b>		