**ALAGAPPA UNIVERSITY, KARAIKUDI – 4**

**AFFILIATED COLLEGES**

**M.Phil. (Commerce) Program (FULL-TIME)**

**(Under Choice-Based Credit System)**

**REGULATIONS, CURRICULUM AND SYLLABI**

(With effect from the Academic Year 2015-16)

**1. Duration and Pattern**

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

**2. Medium of Instruction**

English only.

**3. Eligibility**

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

The minimum eligibility criterion for marks in PG degree is:

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

**4. Mode of Selection**

An eligible candidate must take up the Entrance Examination conducted commonly for all candidates by the University/Respective Colleges, if permitted so.

The question paper patterned on Multiple Choice Objective Type has both Common to all disciplines comprising Test of Language Skills and Test of Quantitative Aptitude each carrying 25% weight and discipline-wise Test of Subject Knowledge carrying 50% weight.

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

**5. Course of Study**

The M.Phil (Commerce) Program comprises of two parts. Part – I comprises Papers I, II & III and Paper – IV which is specialization paper of the respective discipline. Part – II comprises of the Dissertation and Viva-Voce. The dissertation shall relate to Indian/Global perspectives/issues in various functional areas of Commerce.

**6. Scheme of Examinations**

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|  | **Code** | **Paper** | **CIA Marks** | **ESE Marks** | **Total Marks** | **Min. Pass Marks** | **Credis** |
| **I Semester** | | | | | | | |
| **Part-I** |  |  |  |  |  |  |  |
| Paper I | 5PCO1C1 | Methodology of Business Research | 25 | 75 | 100 | 50 | 6 |
| Paper II | 5PCO1C2 | Techniques of Business Research | 25 | 75 | 100 | 50 | 6 |
| Paper III | 5PCO1C3 | Professional Competency Development\* | 75 | 25 | 100 | 50 | 6 |
| **II Semester** | | | | | | | |
| Paper IV | 5PCO2C1 | Research for Business Decisions | 25 | 75 | 100 | 50 | 6 |
| **Part-II** | 5PCO2DV | Dissertation 150 &  Viva-Voce 50 | -- | -- | 200 | 100 | 12 |
| **Total** | | | -- | -- | **600** | **300** | **36** |

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

**7. Credits**

Each student should earn 36 credits to complete the program.

**8. Attendance**

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

**9. Redoing of the Courses**

A student who has been debarred from the ESE for lack of attendance or whatever reason must repeat the Course(s) at a later semester, paying the prescribed fees for the Course(s). Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the Head of the Department/Principal on or before 25th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

**10. No Repeating or Reappearing a course**

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

**11. Break of Study**

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

**12. Assessment**

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

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

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

1. **End Semester Examination (ESE):** The ESE will consist of a written examination of three hours duration reckoned for Courses, I, II and IV for a maximum 7**5 marks.** The answer papers shall be evaluated by two examiners – Internal and External.

**13. Pattern of Question Paper**

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

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

1. **Research Guide:** Each candidate will be allotted a Research Guide from among the Faculty Members of the Department by the Department concerned.
2. **Submission of Dissertation:** A candidatehas toprepare and submit a scholarly dissertation by the end of the Second Semester on a socially and economically relevant research problem, pertaining to his discipline and specialization, under the guidance of a Research Guide. The Research Work must be original and independent one of the candidate and the same has to be supported by a declaration, in the format prescribed by the University, by the candidate and duly certified by the Research Guide. There should not be any plagiarism. Two copies of the dissertation must be submitted by a candidate to the Head of the Department, duly signed by the Research Guide.
3. **Evaluation of Dissertation:** The dissertation shall be evaluated by two examiners, of whom one will be the Research Guide and the other appointed by the University from a panel submitted by the Head of the Department. The Dissertation carries 150 marks.
4. **Viva Voce:** Candidates whose dissertations are approved by the examiners securing, at least the minimum pass marks, will be called for the Viva Voce. The Board of Viva Voce shall comprise the Research Guide, the Head of the Department/ a Senior faculty member of the Department. The Viva Voce carries 50 marks

**14. Time Extension for Submission of Dissertation**

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

**15. Passing Minimum Marks**

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

**16. Classification of Candidates**

If a candidate secures 60% and above in both Part I and Part II put together, he/she is deemed to have passed in First Class.

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

If a candidate secures less than 50% in both the parts put together, he/she is deemed to have failed.

**17. Reappearance by Failed Candidates**

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

**18. Completion of the Program**

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

**19. Award of the M.Phil Degree**

A student will be declared to be eligible for the award of a Degree if he/she has:

Registered for and undergone all the Courses under the different parts of the curriculum of his/her program;

There are no dues to the University, Hostel, NSS, Library, Clubs, Associations etc from the candidate; and

No disciplinary action is pending against him/her.

**20. Other Regulations**

Besides the above, the Common Regulations of the University, even overriding the above provisions, if need be, shall also be applicable to this Program,

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**Part I – Paper I – 6 Credits**

**METHODOLOGY OF BUSINESS RESEARCH**

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| Semester : ODD Semester | Course Code: 5PCO1C1 |
| Course Title | METHODOLOGY OF BUSINESS RESEARCH |

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| Course Description: The course is to introduce the concept and contours of Methodology of Business Research. The methodology of formulation of research problems, of measurement of attitudinal / behavioural issues, development of scales and of employing sampling is dealt. The art and science of designing and applying the different tools of data collection, data quality enhancement, tabulation and presentation, etc are presented. The culmination of any research is the Report Writing. This requires skills of analysis, interpretation, structuring, language and articulation. The mechanics of writing a dissertation are covered. |

Course Objectives

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| 1. To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future. |
| 2. To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further. |
| 3. To develop measurement tools for attitudinal/ behavioral or social/ economic /business / economic phenomena relevant to the research problem. |
| 4. To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem. |
| 5. To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis. |
| 6. To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading. |

Course Outcomes: The learners should be able to:

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| Choose a research problem and device a design to probe and solve it independently.  Design Measurement tools with a fair degree of Validity and Reliability to study even phenomena for which no measures are readily available.  Decide on the appropriate sampling for research problem and go about executing the same with minimal sampling and non-sampling errors/.  Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization.  Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report. |

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| **SYLLABUS: METHODOLOGY OF BUSINESS RESEARCH** |
| **Unit I:** Business Research – Meaning – Purpose – Types of Business Research – Explorative and Experimental studies – Case study – Survey research – Significance of Research in Business Sciences – Ethics in Business Research – Steps in Research – Research Reconnaissance – Search and Review of Literature: Nature and Purpose – Identification, Selection and Formulation of Research Problem – Research Questions – Research Design – Hypothesis: Concept, Sources and Types – Formulation of Testable Hypotheses. |
| **Unit II:** Measurement in Research – Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales – From Paired Ordinal Comparison Developing Ratio Scale – Important Scale Construction Techniques – Semantic Differential Scale construction – Construction of Likert’s Summated Scale – Tests of Sound Measurement – Validity and its Types – Reliability and Measures thereof – Universality – Practicability, etc – Sources of Errors in Measurement and Measures of Control over Errors. |
| **Unit III:** Sampling – Principles of Sampling Theory – Types of Sampling – Probability and Non-probability Sampling – Steps in Sampling – Determinants of Sample Size – Estimation of Sample Size – Sampling and Non-sampling Errors – Measures and Control – Collection and Analysis of Data – Primary Data – Interview: Interview Schedule – Types of Interview – Questionnaire: Construction and Pre-requisites – administration – Observation: Types, Requisites and Tools – Suitability of each Mode – Pretest – Pilot study – Relevance and Mechanism. |
| **Unit IV:** Secondary Data: Nature, Sources, Desirability and Precautions – Web Sources – Opportunities and Threats – Sanitizing and Shaping up the Data for Analysis: Checking – Corroboration – Editing – Coding – Transcription – Tabulation and Types thereof – Pictorial Data Presentation: Need and Nuances – Analysis of Data: Purpose and Methods – Quantitative and Qualitative Research Approaches – Hybrid or Mixed Methodology. |
| **Unit V:** Structuring the Research Report: Chapter Format – Pagination – Using Quotations – Presenting Foot-notes/End-notes – Abbreviations – Presentation of Tables and Figures – Referencing of Different Types of Sources – Documentation – Use and Format of Appendices – Indexing – Process of Report Writing: Conception – Ordering – First Draft – Refined Second Draft – Final Draft – Linguistic Aspects of Report Writing: Grammatical Standards – Articulation – Lucidity – Flow – Clarity – Brevity – Bases of Evaluation. |

**Books for Reference**

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| 1. | Scientific Social Surveys and Research | Young Pauline. V. |
| 2. | Research Methods, Design, and Analysis | Christensen, Johnson & Turner |
| 3. | Methods in Social Research | Goode & Hatt. |
| 4. | Handbook of Qualitative Research | Norman K Denzin |
| 5. | Business Research Methods | Emory William C. |
| 6. | Thesis and Assignment Writing | Anderson |
| 7. | Research Methods in Commerce | Amarchand D (Edr). |
| 8. | Business Research Concepts and Practice | Earl R Babbie |
| 9. | Methodology of Research in Social Sciences | O.R.Krishnaswami & M.Ranganatham |
| 10. | The Practice of Social Research | Earl R. Babbie Robert |
| 11. | An Introduction to Research Procedure in Social Sciences | Gopal M H. |
| 12. | Business Research Methods and Statistics Using SPSS | B. Burns & A. Burns |

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**Part I – Paper II – 6 Credits**

**TECHNIQUES OF BUSINESS RESEARCH**

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| Semester: ODD Semester | Course Code: 5PCO1C2 |
| Course Title | **TECHNIQUES OF BUSINESS RESEARCH** |

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| Course Description: The course is to train the learners in the application of statistical tools for Description, Association, Testing and Interpretation of business / economic/ commercial /managerial phenomena. The art and science of deciding the type of statistics or statistical test to be applied in a given context be explained. The overall thrust is on making the candidates a fit researcher with comfortable knowledge in modern statistics. |

Course Objectives

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| 1. To understand the focus of qualitative and quantitative researches and appreciate the use of certain basic descriptive and associative statistics. |
| 2. To familiarise with correlation and regression models, especially multiple regression. |
| 3. To develop skills in choosing the right statistical test- parametric and non-parametric- and apply the same. |
| 4. To familiarize the learners with concepts and techniques of certain higher statistical models. |

Course Outcomes: The learners should be able to:

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| Choose an appropriate statistical tool for description of economic / business / commercial / managerial phenomena with quantitative emphasis.  Design a statistical test for testing significance of values, relationship, fitness and the like and applying the same with useful drawing of conclusions with evidence.  Gain Upgraded knowledge by the exposures to the applications of advanced statistical models of Tests, etc.  Interpret the test results with conviction and contextual relevance. |

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| **SYLLABUS: TECHNIQUES OF BUSINESS RESEARCH** |
| **Unit I:** Qualitative and Quantitative Research Methods – Methods of Qualitative Research: Grounded Theory, Focus Groups, In-Depth Interviews, Phenomenology & Narrative Analysis – Preponderance of Quantitative Research – Application of The Techniques of Statistics In Research – Intelligent Use Of Measures of Central Tendency, Measures of Dispersion, Measures of Symmetry & Asymmetry and Association of Attributes. |
| **Unit II:** Measures of Relationship: Partial and Multiple Correlation and Regressions in Research – Comparison of Multiple Linear Regression, Multiple Nonlinear Regression and Multiple Logistic Regression – Interpretation of Multiple Regression Coefficients. |
| **Unit III:** Test of Hypothesis – Null Hypothesis and Alternative Hypothesis – Level of Significance – Confidence Interval – Type I and Type II Errors – Parametric Tests: Testing of Means – Testing for Difference between Means – Related / Unrelated Samples – Analysis of Variance: Uses and Principles of ANOVA – Setting Up Analysis of Variance Table – One-Way & Two-Way ANOVA & Two-Way ANOVA With Interaction – Latin Square Techniques– Coding Method – Friedman Test – Kruskal Wallis Test – Post Hoc Tests in ANOVA: LSD, HSD and Scheffe’s. |
| **Unit IV:** Testing of Proportions – One-sample and Two-sample tests for Proportions, Variance, Correlation Coefficient and Regression Coefficient – Applications and Procedure – Chi Square Test: Nature and Importance – Applications For Test of Goodness of Fit of Distributions, Relationship and Association – Yates Correction. |
| **Unit V:** Non-Parametric Tests: Nature and Significance – Sign Test, Run Test, Cohen's Kappa, Siegel-Tukey Test and Mann-Whitney U Test – Concepts and Applications of Canonical Correlation, Heteroscedasticity, Cronbach's Alpha, Factor Analysis, Cluster Analysis and Conjoint Analysis – Elucidation of Autoregressive Conditional Heteroscedasticity (ARCH) and Autoregressive Moving Average (ARMA) Models. |

**Books for Reference**

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| 1. | Modern Business Statistics | Ronald L Iman and W.T.Conover |
| 2. | Social Research: Theory, Methods and Techniques | [Piergiorgio Corbetta](http://www.powells.com/s?author=Piergiorgio%20Corbetta) |
| 3. | Statistics for Management | I.V.Levin |
| 4. | Statistical Methods for Business and Economics | Patterson |
| 5. | Research for Marketing Decisions | Green and Tull |
| 6. | Research Methodology – Methods & Techniques | C.R.Kothari |
| 7. | Statistical Methods | S.P.Gupta |
| 8. | Contemporary Marketing Research | Carl McDaniel Jr & Roger Gates |
| 9. | Methods of Statistical Analysis | P.S.Grewal |
| 10. | Fundamentals of Statistics | S.C.Gupta |

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**Part I – Paper III – 6 Credits**

**PROFESSIONAL COMPETENCY DEVELOPMENT**

**(No University Written Examination. CIA & Viva Voce Based Course)**

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| Semester: ODD Semester | Course Code: 5PCO1C3 |
| Course Title | **PROFESSIONAL COMPETENCY DEVELOPMENT** |

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| **Course Description:** This course is Workshop based wherein the student scholars are given an opportunity to learn, try and sharpen their professional skills that are required in an academic career like inquisitiveness in keeping abreast of the contemporary issues in business, commerce and trade, pedagogical strategies, classroom communication and use of technological aids in teaching, learning and research. |

Course Objectives

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| 1. To build and broaden the General Awareness level of learners in the fields of economy, polity, society and business. |
| 2. To facilitate the use of electronic gadgets and Internet in improving the teaching – learning and research process. |
| 3. To develop the classroom communication and presentation skills. |
| 4. To enthuse the learners to try and adopt various pedagogical strategies. |

Course Outcomes: The learners should be able to:

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| 1. Demonstrate and articulate the competency set of an effective teacher in the present context.  2. Enhance the professional use of Internet and electronic devices like LCD and Laptops.  3. Adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn. |

**Assessment and Award of Marks**

The Faculty in Charge of this Course will do Continuous Internal Assessment of the involvement and performance of the learners and award marks for a total of 75 marks. At the end of the semester, there will be a Viva Voce to ascertain the learning of the student scholars and the skills acquired or developed out of this exercise. The Viva Voce will carry a maximum of 25 marks. A student must secure a minimum of 30 marks in the CIA and 10 marks in the Viva Voce and put together a total of 50 marks out of 100 marks to pass this workshop. Students who fail in the Viva Voce or found absent will have to appear for the Viva Voce in the ensuing semester or year as decided by the Head of the Department & Principal. The Viva Voce will be conducted by a panel of three members comprising the Head of the Department, One External Examiner and the Faculty in Charge of the Course.

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| **SYLLABUS: PROFESSIONAL COMPETENCY DEVELOPMENT** |
| **Unit I: General Awareness**  Individual and Group Presentations on Contemporary Economic, Social and Business Issues – Reports on Industry, Trade, Investment and Export – Import Trends – Comparative Studies of Countries and Economies – Presentations on Recent Research Problems in the Chosen Areas of Specialization. |
| **Unit II: Internet and Computers in Teaching – Learning and Research**  Computer Lab Sessions to Demonstrate Use of Online Journals – Sourcing of Online Research Articles from Databases like EBSCO, Emerald Insight, PROWESS, Elsevier Science Direct, etc., – Subscribing to Online Research Forums like DocSig, Corporate Research Forum, SSRN, Global Development Network (GDN), etc. – Preparing Professional PowerPoint Presentations |
| **Unit III: Classroom Communication & Pedagogical Skills**  Testing of Conceptual Clarity through Quizzing, Mentoring and Tutoring Skills to help Slow Learners – Nuances of Written Communication in Preparing Lecture Notes, Case-let and Case Writing for Classroom Use – Enhancing Active Listening and Learning of the Learners – Use of Case Study Method, Situational Analysis Method and In-basket Exercises in Teaching – Use of Multimedia Tools like LCD Projectors and Laptops for Presentations and Interactive Instructions – Games and Simulation Relevant to the Area of Specialization – Student Performance Measurement Methods like Grading, Relative Grading, Percentile Method and Measurement Indicators like Mean, Median and Standard Deviation of Students’ Scores in Examinations. |
| **Unit IV: Research Article Writing Skills**  Presentations on Review of Research Articles in Chosen Areas – Analyzing and Understanding Styles and Formats of Articles in Refereed National and International Journals– Abstract, Keywords, Footnote, Endnote and Citation Styles in Articles – Cross referencing – Preparation of Articles for Magazines, Business News Papers and Journals. |
| **Unit V: Project Proposals and Research Proposals**  Components of Project Proposals – Identifying foreign and Indian Funding Agencies, like DAAD (*Deutscher Akademischer Austausch Dienst* or the German Academic Exchange Service), UKIERI (UK India Education and Research Initiative), DST, UGC, AICTE, ICSSR etc.,) and Analyzing the Requirements – Research Proposals: Exercises on Research Questions, Research Gaps and Outcome of Research identification in Chosen Research Areas– Presentation of Proposals. |

**Books for Reference**

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| Communication for the Classroom Teacher | [Cooper, Pamela J](http://www.infibeam.com/Books/search?author=Pamela%20J.%20Cooper), Simonds, Cheri |
| Teaching with the Internet: Lessons from the Classroom, | [Deborah Diadiun Leu](http://www.swaptree.com/books/author/deborah-diadiun-leu/25317/), [Deborah Diadium Leu](http://www.swaptree.com/books/author/deborah-diadium-leu/1879018/), [Donald J. Leu](http://www.swaptree.com/books/author/donald-j-leu/1879019/), [Katherine R. Leu](http://www.swaptree.com/books/author/katherine-r-leu/1879027/) |
| Class Room Communication and Instructional Processes, | Barbara Mae. Raymond W. Preiss Gayle |
| The Indian CEO: A Portrait of Excellence | Spencer, Rajah, Narayan, Mohan and Lahiri |

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**Part I – Paper IV – 6 Credits**

**Part I – Paper IV – RESEARCH FOR BUSINESS DECISIONS** **(6 Credits)**

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| Semester: EVEN Semester | Course Code: 5PCO2C1 |
| Course Title | RESEARCH FOR BUSINESS DECISIONS |

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| Course Description: The course is to train the learners in choosing research problems in business arena and execute the same professionally. The course content is both functional and strategic. An overview of important research problems in functional and strategic business decision domains is presented. |

Course Objectives

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| 1. To understand the scope for research in functional and strategic areas of businesses. |
| 2. To expand the horizon of knowledge of research students in upcoming research problems and new thrust areas of research in the contemporary world in various aspects of business and business management. |
| 3. To familiarise learners in formulating research problems and carrying out the research projects in various areas of business. |

Course Outcomes: The learners should be able to:

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| 1. Choose an appropriate research problem and formulate the problem.  2. Present a design for research on any research problem and execute the same. |

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| SYLLABUS: RESEARCH FOR BUSINESS DECISIONS |
| Unit I: Research on Business and Capital Market Decisions: Concept and process – Research as a decision support system – Component business research dimensions – Environmental research – Research on functional areas – Policy Research and Institutional research in the context of Liberalization, Privatization and Globalization (LPG) – Research on Enterprises, Entrepreneurs and Entrepreneurship Issues and Development – Research for Primary Market – Trend and Determinants – Research on Secondary Market: Trend, Volatility and Determinants – Research on Performance of Mutual Funds – Research on Investor Behaviour and Protection. |
| Unit II: Research for Marketing Decisions: New Product Development Research – Research on Brand Equity and Preferences – Research on Pricing Strategies – Research on Distribution Channels – Research on Salesmanship Qualities and Effectiveness – Research on Advertisement Copy – Research on Creativity in Advertisement Copies – Research on Media Time Buying and Effectiveness – Research on Consumer Behaviour – Research on Market Segmentation – Research on Export Marketing – Research on Marketing Information System. |
| Unit III: 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 Employee Participation in Management – Research on Personnel Information System. |
| Unit IV: Research on Business Strategies: Strategic Alliances and Divorces – Mergers and Acquisitions – Disinvestment – Reorganizations – Reengineering – Corporate Governance – Ethics – Social Responsibility Research for Organizational Decisions: Research on Organizational Issues, like Climate, Culture, Creativity, Change, Capacity Building, Development and Excellence. |
| Unit V: Research for Financial Decisions: Research on Cost of Capital And Capital Structure – Research on Risk-Return Patterns of Projects – Research on Working Capital Management – Research on Credit Management – Research on Financial Information System – Research on Foreign Exchange Market and Recent Trends – Research on Derivatives – Derivatives Pricing and Trading – Research on Global Capital Market Instruments and Institutions – Research on Global Capital Flows – Research on Capital Market Information System – Research on Global Financial Institutions. |

**Books for Reference**

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| Fundamentals of Marketing | William Stanton |
| Marketing Management | Philip Kotler |
| Personnel Management | Edwin & Flippo |
| Industrial Relations | Sharma, A M |
| Managerial Finance | Weston and Brigham |
| International Finance | Apte, P G |
| Multinational Financial Management | Alan c. Shapiro |
| Organisational Behaviour | Fred Luthans |
| Organizational Behavior: Managing People and Organizations | Ricky Griffin and Gregory Moorhead |
| Strategic Management | Shiv Ramu |

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