

M.PHIL (COMMERCE)  
SEMESTER SYSTEM

**P.G. Department of Commerce  
and Business Administration**

**SYLLABUS**

For

**M.Phil (Commerce)**

**(Semester : I-II)**

Session: 2017-18



**KHALSA COLLEGE, AMRITSAR**  
**(An Autonomous College)**  
**Amritsar**

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**SCHEME OF STUDIES**

**SEMESTER- I**

<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>Theory</b>	<b>Internal assessment (Based on Assignment/Seminar or Presentation/Term Paper)</b>	<b>Total marks</b>	<b>Page no.</b>
MP-101	Research Methodology	80	20	100	
MP-102	Contemporary Issues in Commerce	80	20	100	
MP-103	Psychology	80	20	100	

**Any one of the following four options:**

<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>Theory</b>	<b>Internal assessment (Based on Assignment/Seminar Presentation/Term Paper)</b>	<b>Total marks</b>	<b>Page no.</b>
MP-104	Marketing Management	80	20	100	
MP-105	Strategic Financial Management	80	20	100	
MP-106	Human Resource Management	80	20	100	
MP-107	International Business Environment	80	20	100	

**SEMESTER-II**

The M.Phil student shall also deliver a seminar in the second semester, to apprise the faculty of the department of the plan of work and progress of the research done by him/her. The grade awarded for the seminar course shall be Satisfactory (S) or Not Satisfactory (U).

**SEMESTER-III**

**Dissertation**

**Note:** The students will submit the M.Phil dissertation during 3<sup>rd</sup> semester.

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**MP-101: RESEARCH METHODOLOGY**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

**Instructions for the paper setters/examiners**

**Note:** Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Part – I**

**Research:** Meaning, Research process.

**Hypotheses:** Types and formulation; Procedure and Problems faced in testing a Hypothesis.

**Introduction to SPSS Software:** Data Entry, Editing, Data Preparation, Data Screening, Constructing a Database, Descriptive Statistics, Data Analysis and Interpretation.

**PART-II**

**Statistical Tests to be discussed with SPSS software:**

- One sample t-test, Independent Sample t-test, Paired sample t-test
- ANOVA
- Multiple Regression Analysis,
- Chi-square test. Factor analysis,
- Discriminant Analysis.

**Report writing:** Meaning, Significance, Target Audience, Layout of Research Report, Mechanism of writing a Report.

**Books:**

1. Cooper & Shindler, *Business Research Methods*, Tata Mcgraw Hill, 8<sup>th</sup> Edition, 2003
2. Krehbiel & Branson, *Introduction to Statistics*, Levine, Pearson Edu., 5<sup>th</sup> Edition
3. Boyd & Westfall, *Marketing Research*, IRWIN Publication, 7<sup>th</sup> Edition, 1996
4. N D Vohra, *Quantitative Techniques in Management*, Tata Mcgraw Hill
5. J.K Sharma, *Business Statistics*, Pearson Education India, 2012.

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6. Hair Joseph F., *Multivariate Data analysis*, Pearson Education ,Prentice Hall,2006
7. Naresh K. Malhotra, *Marketing Research: Application to Contemporary Issues with SPSS*,Pearson Education,Prentice Hall,First Edition,2008
8. Kothari,C. R., *Reasearch Methodology*, *New Age Internatinal Ltd*,2004.

**MP-102: Contemporary Issues in Commerce**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

**Instructions for the paper setters/examiners:**

**Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.**

**Part-I**

**Issues in Financial Decisions:** Research on cost of capital and capital structure, Research on risk, return patterns of Investment, research on working capital management, research on financial information system, research on inventory management, research on secondary market; trend, volatility and determinants, research on performance of mutual funds, research on investor behaviour and protection, research on global capital market instruments and institution, research on capital markets information system.

**Tax reforms-** Direct Taxes Code, Goods and Services Tax, Value Added Tax.

**Part-II**

**Issues in Marketing Management:** Product Life Cycle and Marketing Strategies; Brand and Brand Management, Brand Loyalty, Brand Valuation Methods.

Introduction to Retailing: Types of Retail Formats;

Advertising Copy and Media Effectiveness ;

Supply Chain Management.

**Issues in HRM:** Research on effectiveness of different sources of recruitment and training, research on leadership style and effectiveness, research on employee motivation, morale, absenteeism, job satisfaction, Labour turnover, welfare measures, quality of work life and participation in management.

Research on personnel information system, research on executive excellence, training and development, research on employee ethics.

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**Suggested Readings:**

1. Kotler, Philip and Armstrong, G., *Principles of Marketing*, Pearson Education, New Delhi, Fifth Edition, 2001
2. Kotler, Philip, *Marketing Management*, Pearson Education, New Delhi, 11th Edition, 2003
3. H. John Barmardin, *Human Resource Mnanagement: An Experimental Approach*, 3<sup>rd</sup> Edition, 2003
4. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, 9<sup>th</sup> Edition, 2005
5. Gary Dessler, *Human Resource Management*, 19<sup>th</sup> Edition, 2005
6. Chandra, Prasanna, *Financial Management*, Tata McGraw Hill, Delhi, 6<sup>th</sup> Edition, 2004
7. Hampton, Jone: *Financial Decision Making*, PHI, Delhi, 4<sup>th</sup> Edition, 2006
8. Hull J.C: *Options, Futures and other Derivative Securities*, Prentice Hall of India, Delhi, 6<sup>th</sup> Edition, 2006
9. Mattoo, P.K.: *Corporate Restructuring: An Indian Perspective*, MacMillan, New Delhi, 1<sup>st</sup> Edtion, 1998
10. Pandey, I.M., *Financial Management*, Vikas Publication, Delhi, 9<sup>th</sup> Edition, 2006.

**Note: Latest Edition of the Suggested Books may be refereed.**

## **MP-104: Marketing Management**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

### **Instructions for the paper setters/examiners:**

**Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.**

### **.Part-I**

Marketing concept and Nature, Demographic, Economic and Socio-cultural environment, Factors influencing Consumer behaviour, Buying Decision Process, Market Segments and Target Markets.

Marketing Mix, Developing Positioning Strategy.

New Product Development, Product Differentiation and Differential Tools, Pricing Strategies.

### **Part-II**

Advertising, Sales Promotion and Personnel Selling, Distribution Channels, Marketing Information System.

Brand Equity, Branding Decisions and Challenges.

Direct Marketing, Online Marketing and other Direct Response Marketing, Green Marketing, Social Marketing, Issues and Problems in Rural Marketing.

### **Books:**

1. Kotler, Philip and Armstrong, G., *Principles of Marketing*, Pearson Education, New Delhi, Fifth Edition, 2001
2. Kotler, Philip, *Marketing Management*, Pearson Education, New Delhi, 11th Edition, 2003
3. Ramaswami Y, V S and Namakumari, S, *Marketing Management: Planning and Control*, MacMillan, New Delhi, 3<sup>rd</sup> Edition, 2002
4. Stanton, William, J, *Fundamentals of Marketing*. McGraw Hill, New York, 1994
5. Neelamegham, S, *Marketing in India: Cases and Readings*, Vikas. New Delhi, 1988

**Note: Latest Edition of the Suggested Books may be refereed.**

**MP-105: Strategic Financial Management**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

**Instructions for the paper setters/examiners**

**Note:** Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Part-I**

**Environmental Accounting-** Concept, need, methods, rationale and implementation, reporting, guidelines for environmental reporting, advantages and purposes of environmental reporting.

**Financial Performance Analysis:** Concept, Tools, Impact on Corporate Goal.

**Activity Based Costing:** Concept, Difference with Traditional Costing system, ABC and Management, Uses, Problems.

**Convergence of Accounting Standards:** Need, Impact, Implementation and Problems.

**Human Resource Accounting:** Concept, Approaches, Problems, Corporate Practices.

**Inflation Accounting:** Concept, Need, Methods, Advantages, Corporate Practices.

**Part-II**

**Investment Decisions under risk and uncertainty:** Techniques of Investment decisions-risk adjusted discount rate, Certainty equivalent approach, Implications of Capital Budgeting.

**Expansions and Financial Restructuring:** Mergers and Acquisitions-Corporate restructuring, reasons for Merger, Legal procedure for Merger, Benefits and costs of Merger, Determination of Swap Ratios, Evaluation of Merger Proposal, Corporate and Distress Restructuring

**Leasing:** Meaning, Importance, Types, Tax considerations and accounting considerations, Evaluation of lease from the point of view of Lessor and Lessee, Lease Vs Buy Decision

**Venture Capital:** Concept and development in India, process and methods of Financing, Fiscal Incentives



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**Corporate Strategy, Financial Policy and Shareholder Value Creation:** Linkage between corporate strategy and financial strategy, Cost of capital, Capital Structure and Dividend policy on Corporate strategy, Shareholder's Value-creation, Measurement and Management.

**References:**

1. Chandra, Prasanna, *Financial Management*, Tata McGraw Hill, Delhi, 6<sup>th</sup> Edition, 2004
2. Hampton, Jone: *Financial Decision Making*, PHI, Delhi, 4<sup>th</sup> Edition, 2006
3. Hull J.C: *Options, Futures and other Derivative Securities*, Prentice Hall of India, Delhi, 6<sup>th</sup> Edition, 2006
4. Mattoo, P.K.: *Corporate Restructuring: An Indian Perspective*, MacMillan, New Delhi, 1<sup>st</sup> Edition, 1998
5. Pandey, I.M., *Financial Management*, Vikas Publication, Delhi, 9<sup>th</sup> Edition, 2006
6. Van Horne, James C: *Financial Management and Policy*, Prentice Hall of India, New Delhi, 12<sup>th</sup> Edition, 2006
7. Van Horne, J.C. & J.M. Wachowicz Jr, *Fundamentals of Financial Management*, Prentice Hall, Delhi, 11 Edition, 2006
8. Waston J.F, K. S. Chung & S.E Hoag: *Mergers Restructuring and Corporate Control*, Prentice, New Delhi, 2006

**Note: Latest Edition of the Suggested Books may be refereed.**

## **MP-106: Human Resource Management**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

### **Instructions for the paper setters/examiners**

**Note:** Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

### **PART-I**

**Human Resource Management:** HRM in the 21<sup>st</sup> century, globalization and development in HRM, emerging profile of human resources, changing role of HRM.

**E-HRM:** E-human resource planning, E-recruitment, E-selection, E-training and development.

**Human Resource Planning:** Concept, Need and importance of HRP, Factors affecting HRP, Process of HRP.

Succession Planning, Importance and challenges to succession planning. Components of succession planning.

**Job Evaluation:** Meaning, Process and methods of Job-evaluation.

### **PART-II**

**Organizational change:** meaning, types, Change process, implementation strategies for planned organizational change, resistance to change, managing resistance to change.

**Organisational culture:** Significance of understanding culture, managing cultural diversity.

**Industrial relations** and globalization, Different methods of solving Industrial Disputes.

Common Workplace injuries and diseases, programs to reduce accidents at work, contemporary issues related to health and safety.

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**Suggested Readings:**

1. H. John Barmardin, *Human Resource Mnanagement: An Experimental Approach*, 3<sup>rd</sup> Edition, 2003
  2. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, 9<sup>th</sup> Edition, 2005
  3. Gary Dessler, *Human Resource Management*, 19<sup>th</sup> Edition, 2005
  4. Debi S. Saini and Sami A Khan, *Human Resource Management: Perspectives for the new Era*, 1<sup>st</sup> ed. 2000
  5. P.R.N. Sinha, Indua Bala Sinha and Seema Priyadarshini Shekar, *Industrial Relations, Trade Unions and Labour legislations*, 1<sup>st</sup> ed. 2004
  6. Madhukar Shukla, *Understanding organizations: organizational theory and practice in India*, 2005
  7. Arun Monappa and marukh Engineer, *Liberalization and Human Resource Management- Challenges for the corporations of tomorrow*, 1999
- Note: Latest Edition of the Suggested Books may be refereed.**

**MP-107: International Business Environment**

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Theory: 80**

**Internal Assessment: 20**

*(Based on Assignment/Seminar Presentation/Term Paper)*

**Instructions for the paper setters/examiners**

**Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.**

**PART-I**

Traditional school of International Political Economy: Mercantilism; Liberalism; Marxism  
International Business: An overview; International Trade Theory: Absolute advantage;  
Comparative advantage; Factor Proportions Theory; The product lifecycle theory of trade &  
Modern theory. Government influence on Trade: Economic and Non-economic Rationales  
for government intervention; Instruments of Trade Control: Tariffs and non Tariff barriers.  
Regional economic integration and cooperation.

**PART-II**

Developments in International Monetary System; Specie commodity standards: Gold  
standard, Brentton woods system of Exchange Rate Regime 1973, The European Monetary  
system and monetary union.

Foreign Exchange Market; Major Characteristics of the Foreign Exchange Market and  
Foreign Exchange Instruments. The determination of Exchange Rates: Purchasing power  
Parity (PPP)

Export and Import Strategies: Export strategy; Import strategy; Third party intermediaries;  
Export Financing and counter trade, International Indebtedness and its Implications.

**Suggested Readings:**

1. John D. Daniels; Lee H. Radebaugh & Daniel P. Sullivan, *International Business: environments and operations*, Pearson Education, Tenth edition, Delhi, 2004
2. Charles W.L. Hill, *International business*, Tata McGraw Hill, New Delhi, 2004
3. C. Paul Hollywood & Ronald Macdonald, *International money and finance*, Blackwell, 1994
4. Thomas Oatley, *International Political economy*, Pearson Education, Delhi, 2004

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5. Vyuptakesh Sharn ,*International Business:Concept ,environment and strategy*,second edition,Pearson Edu.Delhi,2006
6. Francis Cherunilam,*Global Economy and Business Environment*,Himalaya Publishing House,2004

***Note: Latest Edition of the Suggested Books may be refereed.***