

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

**SYLLABUS**  
For  
**M. Phil (Commerce)**  
**(Semester: I-II)**  
Session: 2022-23



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

### **PROGRAMME OBJECTIVE**

M. Phil in Commerce is a two-year duration postgraduate course that deals with areas of Accounting, Finance, Marketing, Human Resource Management and International Business in the field of the corporate world. The syllabus and subjects are designed to provide unique and futuristic skills & training regarding research to the students about problems faced by the corporate world. The students have a wide variety of job opportunities as Lecturer, Speaker, Teacher, Assistant Professor, Consultant, Human Services Worker, Scientist, Social Service Workers, and Research Assistant etc.

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>Sr. No.</b>	<b>On completion of M. Phil (Commerce), the students will be able to:</b>
PSO 1	Demonstrate an extensive and in-depth knowledge on research methodology and in the area of specialization
PSO 2	Undertake research in the field of Accounting & Finance, Marketing, HRM, Banking, Insurance, Taxation and other related areas
PSO 3	Enhance research proficiency in the application of quantitative techniques
PSO 4	Communicate the research ideas proficiently, write analytically and clearly present complex information to different groups

### **SCHEME OF STUDIES SEMESTER- I**

<b>COURSENO.</b>	<b>COURSE TITLE</b>	<b>Theory</b>	<b>Internal assessment</b>	<b>Total marks</b>	<b>Credits</b>	<b>Page No.</b>
MP-101	Research Methodology	75	25	100	04	1
MP-102	Contemporary Issues in Commerce	75	25	100	04	3

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

<b>COURSENO.</b>	<b>COURSE TITLE</b>	<b>Theory</b>	<b>Internal assessment</b>	<b>Total marks</b>	<b>Credits</b>	<b>Page No.</b>
MP-104	Marketing Management	75	25	100	04	5
MP-105	Strategic Financial Management	75	25	100	04	7
MP-106	Human Resource Management	75	25	100	04	9

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MP-107	International Business Environment	75	25	100	04	11
MPPSY-6108	Psychology	75	25	100	04	13

**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.

## MP-101: RESEARCH METHODOLOGY

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main objective of the course is to learn some basic concepts of research and its methodologies and to organize and conduct research (advanced project) in a more appropriate manner

### Course Content:

#### Part – I

**Research:** Meaning, Research process and ethics

**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 Prescribed:

1. Cooper & Shindler, *Business Research Methods*, Tata Mcgraw Hill, 8<sup>th</sup> Edition, 2503
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, 2512.

6. Hair Joseph F., *Multivariate Data analysis*, Pearson Education ,Prentice Hall,2506
7. Naresh K. Malhotra, *Marketing Research: Application to Contemporary Issues with SPSS*, Pearson Education, Prentice Hall, First Edition,2508
8. Kothari, C. R., *Research Methodology, New Age International Ltd,2504.*

**Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Understand the basic concepts in Research in Social Sciences and business enquiry.
<b>CO2</b>	Develop the skills for scientific collection of data and determining the sample size for research.
<b>CO3</b>	Develop the analytical skills of business research.
<b>CO4</b>	Gain knowledge with regard to the various statistical tools and test of significance that are applied in social and business research.
<b>CO5</b>	Prepare the project report.

## MP-102: Contemporary Issues in Commerce

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main aim is to develop an understanding of various aspects of commerce for understanding research areas in contemporary and emerging issues.

### Course Content:

#### Part- I

**Tax Reforms:** Overview of Goods and Service tax, Value Added Tax

**Financial Reporting:** Emergence and development of IFRS, Approach to IFRS-converged Indian Accounting Standards, Roadmap for implementation of Indian Accounting Standards for Corporates, Scheduled Commercial banks, Insurance Companies and NBFCs. Major Differences between Ind AS and IFRS and reasons for the differences.

**Derivatives:** concept, new financial instruments, securitisation of loans and risk management

#### Part- II

**Brand and Brand Management:** concept, Brand loyalty, Brand equity, measuring sources of brand equity, Brand strategies.

**Service Marketing:** Understanding services phenomena, extending marketing mix for services, service quality, services strategies, marketing of insurance services

**Recent trends in Human Resource Management:** HRM in perspective, human resource requirement, developing effectiveness, compensation and security, employee relations, strategic human resource management and performance Appraisal, HR Analytics

**Note:** Research articles relevant to above topics should be discussed with the students.

### Books Prescribed:

1. Indian Accounting Standards (Ind AS): An Overview (Revised 2517) available at <https://resource.cdn.icai.org/47062indas36911.pdf>
2. Kotler, Philip and Armstrong, G., *Principles of Marketing*, Pearson Education, New Delhi, Fifth Edition, 2501
3. Kotler, Philip, *Marketing Management*, Pearson Education, New Delhi, 11th

- Edition, 2503
4. H. John Barmardin, *Human Resource Management: An Experimental Approach*, 3<sup>rd</sup> Edition, 2503
  5. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, 9<sup>th</sup> Edition, 2505
  6. Gary Dessler, *Human Resource Management*, 19<sup>th</sup> Edition, 2505

**Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Recognize the numerous direct and indirect taxes that applies to Indian businesses and basics of financial markets in India
<b>CO2</b>	Learn the contemporary issues in business like Corporate Social Responsibility, Corporate Governance, and Social Audit.
<b>CO3</b>	Understand and increase the awareness relating to various contemporary issues in HRM and Marketing.

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

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main aim is to develop a deeper understanding and appreciation of nature of the fundamental principles of marketing management.

### **Course Content:**

#### **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 Prescribed:**

1. Kotler, Philip and Armstrong, G., *Principles of Marketing*, Pearson Education, New Delhi, Fifth Edition, 2501
2. Kotler, Philip, *Marketing Management*, Pearson Education, New Delhi, 11th Edition, 2503
3. Ramaswami Y, V S and Namakumari, S, *Marketing Management: Planning and Control*, MacMillan, New Delhi, 3<sup>rd</sup> Edition, 2502
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.**

**Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Understand the various concepts used in Marketing.
<b>CO2</b>	Identify, assess and select marketing opportunities
<b>CO3</b>	Gain insights relating to the new technologies of marketing research

## **MP-105: Strategic Financial Management**

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main objective of the course is to learn the various skills used to apply financial principles relevant to strategic management in organisational contexts.

### **Course Content:**

#### **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

**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.

**Books Prescribed:**

1. Chandra, Prasanna, *Financial Management*, Tata McGraw Hill, Delhi, 6<sup>th</sup> Edition, 2504
2. Hampton, Jone: *Financial Decision Making*, PHI, Delhi, 4<sup>th</sup> Edition, 2506
3. Hull J. C.: *Options, Futures and other Derivative Securities*, Prentice Hall of India, Delhi, 6<sup>th</sup> Edition, 2506
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, 2506
6. Van Horne, James C.: *Financial Management and Policy*, Prentice Hall of India, New Delhi, 12<sup>th</sup> Edition, 2506
7. Van Horne, J.C. & J.M. Wachowicz Jr, *Fundamentals of Financial Management*, Prentice Hall, Delhi, 11 Edition, 2506
8. Waston J.F, K. S. Chung & S.E Hoag: *Mergers Restructuring and Corporate Control*, Prentice, New Delhi, 2506

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

**Course Outcomes**

Sr. No.	On completion of this course, the students will be able to:
CO1	Learn the various skills used to apply financial principles relevant to strategic management in organisational contexts.
CO2	Understand the Strategic planning for profit as well as not-for-profit organisations with a global focus.
CO3	Develop learner knowledge of concepts and frameworks to develop effective strategic plans.

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

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main aim is to impart the basic orientation towards the role of human resource function in an enterprise and to orient the learner towards contemporary issues in the field of human resource function.

### **Course Content:**

#### **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.

**Organizational 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.

### **Books Prescribed:**

1. H. John Barmardin, *Human Resource Management: An Experimental Approach*, 3<sup>rd</sup> Edition, 2503
2. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, 9<sup>th</sup> Edition, 2505
3. Gary Dessler, *Human Resource Management*, 19<sup>th</sup> Edition, 2505
4. Debi S. Saini and Sami A Khan, *Human Resource Management: Perspectives for the new Era*, 1<sup>st</sup> ed. 2500
5. P.R.N. Sinha, Indu Bala Sinha and Seema Priyadarshini Shekar, *Industrial Relations, Trade Unions and Labour legislations*, 1<sup>st</sup> ed. 2504
6. Madhukar Shukla, *Understanding organizations: organizational theory and practice in India*, 2505
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 referred.**

#### **Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Manage and plan key human resource functions within organizations
<b>CO2</b>	Examine current issues, trends, practices and processes in HRM
<b>CO3</b>	Understand the organizational culture and manage cultural diversity
<b>CO4</b>	Get knowledge about the industrial relations and different methods used to solve industrial disputes

## **MP-107: International Business Environment**

**Time: 3 Hours**

**Credit Hours per Week: 4**

**Total Teaching Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

*(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 15 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

**Course Objectives:** The main objective is to understand the implications of concepts of International trade and get acquainted with different export and import strategies, export financing and counter trade

### **Course Content:**

#### **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, Bretton 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.

### **Books Prescribed:**

1. John D. Daniels; Lee H. Radebaugh & Daniel P. Sullivan, *International Business: environments and operations*, Pearson Education, Tenth edition, Delhi, 2504
2. Charles W. L. Hill, *International Business*, Tata McGraw Hill, New Delhi, 2504
3. C. Paul Hollywood & Ronald Macdonald; *International money and finance*, Blackwell, 1994
4. Thomas Oatley, *International Political Economy*, Pearson Education, Delhi, 2504

5. Vyuptakesh Sharn , *International Business: Concept ,environment and strategy*, second edition, Pearson Edu.Delhi,2506
6. Francis Cherunilam, *Global Economy and Business Environment*, Himalaya Publishing House, 2504

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

**Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Understand the implications of various theories of International trade
<b>CO2</b>	Get knowledge about the developments in International Monetary System
<b>CO3</b>	Get acquainted with different export and import strategies, export financing and counter trade
<b>CO4</b>	Get an insight of International Indebtedness and its implications

### **MPPSY-6108: Psychology (ID Course)**

**Time: 3 Hours**

**Credit Hours (per week): 4**

**Total Hours: 60**

**Maximum Marks: 100**

**Theory: 75**

**Internal Assessment: 25**

#### **Instructions for Paper Setters/examiners:**

This paper consists of four units, out of which two questions from each unit will be set. Students shall attempt one question from each unit. Unit I carries 18 marks, Unit - II, III, IV carries 19 marks each. The medium of the paper will be Punjabi, Hindi or English.

#### **Course Objectives:**

1. To bring awareness in students regarding their mental processes, behaviors and emotional reactions.
2. To enable students in regard to personality assessment with different psychological measures.
3. To teach various coping strategies to deal with stress effectively.
4. To prepare students to become better learners and teachers by emphasizing on research process.

#### **Course Content:**

##### **UNIT-I**

1. Definition, Scope and Approaches of Psychology. Inter-relation with Literature.
2. Educational Psychology: Characteristics of Effective Teacher, Techniques for Effective Teaching, Program Evaluation Research, Action Research and Teacher as Researcher.

##### **UNIT-II**

1. Basic concepts of Freud: Unconscious, Conscious, Id, Ego and Super Ego, List and define Freud's stages of Personality development.
2. Define eight stages of Personality development as Proposed by Erikson.
3. Description of Personality Tests- Eysenck's Personality Questionnaire (EPQ), NEO-Personality Inventory and Word Association Test.

##### **UNIT-III**

1. Motivation : Definition, Theories (Maslow, Herzberg and Content theory)
2. Intelligence : IQ, Theories of Intelligence (Spearman, Thurstone, Gardener, Sternberg)

##### **UNIT-IV**

1. Aggression: Definition, Types and Factors effecting Aggression.
2. Frustration: Definition, Sources, Conflict: Approach-Approach, Avoidance-Avoidance and Approach-Avoidance Conflicts.

#### **Books Prescribed:**

1. Morgan and King: *Introduction to Psychology*- Tata Mc Graw hill.
2. Atkinson and Hilgard: *Introduction to Psychology*- 16<sup>th</sup> edition by Susan Nolen-Hoeksema, Cengage.
3. John W. Santrock: *Educational Psychology*, Fifth edition- Mc Graw Hill.
4. S. K Mangal: *Advanced Educational Psychology*, Second Edition- PHI Learning Private Limited.



**Course Outcomes**

<b>Sr. No.</b>	<b>On completion of this course, the students will be able to:</b>
<b>CO1</b>	Understand the general notions of Psychology and how it is related to their field.
<b>CO2</b>	Know theirs as well as others' personality with the help of different personality theories and their assessment.
<b>CO3</b>	Gain knowledge about motivation and intelligence.
<b>CO4</b>	Cope with frustrating and provoking situations in a socially useful way.
<b>CO5</b>	Become an effective teacher as well as learner.
<b>CO6</b>	To perform action research appropriately by understanding its implications.