



Mannar Thirumalai Naicker College

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Founded by the Tamilnadu Naidu Mahajana Sangam)

A Linguistic Minority Co- Educational Institution

Re accredited with 'A' by NAAC

PASUMALAI, MADURAI - 625004

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DEPARTMENT OF COMMERCE

M.Phil – SYLLABUS

(For those who joined in 2018 and after)

PRINCIPAL

Dr. S. Nehru, M.Com., M.Phil., B.L., Ph.D

DEPARTMENT OF COMMERCE

S.No	Department Staffs Members	Designation
01.	Dr. B. Maran, M.Com., M.Phil., Ph.D.	H.O.D & Associate Professor
02.	Dr. S. Venkateshwaran, M.Com., M.Phil., Ph.D.	Associate Professor
03.	Dr. B. Manoharan, M.Com., M.Phil., PGDCM., B.Ed., Ph.D.	Associate Professor
04.	Dr. S. Ganesan, M.Com., M.Phil., Ph.D.	Associate Professor
05.	Dr. V. Suresh Babu, M.Com., M.Phil., PGDCA., Ph.D.	Asst. Professor
06.	Dr. R. Arputharaj, M.Com., M.Phil., Ph.D.	Asst. Professor
07.	Dr.V. Geetha, M.Com., MBA., M.Pil., Ph.D., PGDCA., PGDPM & IR	Asst. Professor
08.	Dr. B. Kothai Nachiar, M.Com., M.Pil., Ph.D.,	Asst. Professor
09.	Mr. G. Chinna Durai, M.Com., M.Phil., (NET)	Asst. Professor (Adhoc)
10.	Mr. E. Baskaran, B.Sc., B.L., M.B.A., M.Phil., PGDCA.	Part-time Lecturer in Law

M.Phil. Courses – Course Structure (CBCS)

I Semester

Subject Code	Title of the Paper	Hours/ Week	Credit	Max. Marks CA	Max. Marks SE	Total
18LCOC11	Research Methodology	6	5	25	75	100
18LCOC12	Advanced Financial Management	6	5	25	75	100
18LCOE11	Functional Management	6	5	25	75	100

II Semester

Subject Code	Title of the Paper	Credit	Max. Marks Internal	Max. Marks External	Total
18LCOD21	Dissertation	05	150	150	150(AVG)
18LCODV1	Viva-voce	05	---	050	050



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DEPARTMENT OF COMMERCE – M.Phil - CBCS
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Class : M.Phil (Commerce)
Semester : I
Sub Code : 18LCOC11

Paper : Core
Hours :06
Credits : 05

RESEARCH METHODOLOGY

Objectives:

- To enable the learners to enrich the knowledge about types of research and methods of data collection.
- To develop skills on data processing and interpretation.
- To prepare the learners for the best presentation of report.

Unit – I

Research methods and design: Meaning – purpose – Types of Research – Methods of Research – Survey method – Case study – Selection of a problem for research – Formulation of selected problem – Hypotheses – Research Design.

Unit – II

Field work and Processing of data: Organizing field work – Sources of data, Methods of data collection, sampling design – Sampling techniques – Sampling errors – Processing of data – Editing, Coding, Tabulation.

Unit –III

Analysis of data: Analysis by applying Research Techniques –‘t’ test, ‘F’ test, Chi-square test, Analysis of Variance – Sign test, Mann – Whitney U test, One sample runs test – Kruskal – Wallis test.

Unit – IV

Statistical package for data entry analysis: SPSS Package – Data entry b- Tabulation – Compound growth rate - Correlation – Regression – Chi – square – ANOVA.

Unit – V

Research reports: Types – Style – Step in drafting reports – Contents of research report.

Text Book:

Krishnaswami,O.R., & Ranganatham,M., Methodology of Research in Social Science, New Delhi: Himalaya Publication House,2007.

Reference Book:

1. Gupta,S.P., Statistical Methods, New Delhi: Sultan Chand & Sons,2008.
2. Kothari, C.R.,Research Methodology, New Dehli: New Age International Private Ltd., 2008.
3. Thanulingam,N., Research Methodology, Mumbai : Himalaya Publication house, 2010.

Class: M.Phil (Commerce)
Semester: I
Sub code: 18LCOC12

Paper : Core
Hours : 06
Credits : 05

ADVANCED FINANCIAL MANAGEMENT

Objectives:

- To provide knowledge on the concepts of financial management.
- To develop the skill solving financial management problems.
- To impart the knowledge on financial decision making.

Unit-I:

Financial Management: Functions – Scope – Objectives – Financial Statement Analysis – Social Cost benefit Analysis.

Unit-II:

Capital Budgeting: Principles and Techniques – Pay back method – discounted Cash Flow method – Time Adjusted Techniques – Present Value Method, Net present Value Method – Internal Rate of Return method – Average Rate of Return Method.

Unit-III:

Cost of Capital and Capital Structure: Importance – Assumption – Explicit and Implicit costs – Cost of Equity – Cost of Debt – Cost of Retained Earnings – Cost of preference shares – Computation of overall cost of capital – Capital Structure – factors influencing Capital Structure – Theories of Capital Structure – Leverages – Operating Leverage – Financial Leverage & Combined Leverage.

Unit-IV:

Management of Working Capital – meaning – Introduction – Concept of Working Capital – Factors Influencing Working Capital requirements – Importance of Adequacy Working Capital – Components of Working Capital – Cash Management – Receivable Management Inventory Management (Meaning and Important Only).

Unit-V:

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.

Text Book:

1. S.N Maheswari, **Financial Management : Principles & practices**, Sultan Chand and Sons Educational Publishers, New Delhi, 2014.

Reference Book:

1. I.M Pandey, **Financial Management**, Vikas Publishing House Private Ltd., New Delhi, 2011.
2. P.V Kulkarani, **Financial Management**, A Conceptual Approaches, Himalaya Publishing. New Delhi, 2001.
3. M.Y Khan, P.K. Jain, **Financial Management Text and Problems**. Tata McGraw Hill Publishing Company Ltd, New Delhi, 2011.

Class : M.Phil (Commerce)
Semester: I
Sub Code: 18LCOE11

Paper : Core
Hours :06
Credits : 05

Functional Management

Objectives:

- To enhance the knowledge of learners on Marketing, Production, Supply chain and Customer Relationship Management.
- To impart knowledge on Human Resource Management.
- To make them familiar with the Service Management.

Unit - I

Production and Supply chain Management: Production planning, Control, Routing, Scheduling, Dispatching – Supply chain management – Types – Integrated Supply chain Management – Retail automation and Supply chain management.

Unit – II

Human Resource management: Objectives – Manpower planning – Recruitment and Selection – Recruitment policy – Selection procedure – Performance appraisal – Need – Purpose and use of performance appraisal – Methods – Essential characteristics of an effective appraisal system – HRM in changing environment.

Unit – III

Marketing Management: Objectives – Importance – Scope – Social Marketing – Functions – Marketing Mix – Market segmentation – Consumer Behavior – E-marketing - Emergence and Role of E-marketing – Environmental factors affecting E-marketing.

Unit – IV

Customer relationship Management: Significance – Objectives – Benefits – Types of CRM – Customer: Retention strategy – E-CRM.

Unit – V

Service Management: Services – Characteristics – Classification – Service Marketing Mix – Application of service marketing in Banking and health care services.