



**SRI KANYAKA PARAMESWARI
ARTS & SCIENCE COLLEGE FOR WOMEN**

(Managed by SKPD & Charities)

**“Linguistic (Telugu) Minority Institution
Conferred by the Government of Tamil Nadu”**

**Affiliated to University of Madras
No. 1, Audiappa Street, Chennai - 600 001.**



PG AND RESEARCH DEPARTMENT OF COMMERCE

M. Phil

PROGRAMME OUTCOME

- PO1:** Application of research techniques in the avenues of commerce.
- PO2:** Develop various managerial skills related to finance, marketing and human resources.
- PO3:** Equip with in-depth knowledge in the contemporary practices of the business world.

PROGRAMME SPECIFIC OUTCOME (PSO)

- PSO 1:** Develop skills in financial analysis and decision making.
- PSO 2:** Apply research methods and develop skills in application of research in solving business problems.
- PSO 3:** Understand marketing practices of business firms.

Unit 1: Research - meaning and purpose - essentials of scientific method - limitations in social and behavioural research - types of research: exploratory, pure, applied, analytical, descriptive, historical, experimental, survey, case study.

Unit 2: Hypothesis - meaning of hypothesis - types of hypothesis - sources of hypothesis - testing of hypothesis - errors in testing - sampling techniques: sampling theory - sampling error and data collection error - sample size - sampling methods and their application - testing the appropriateness of a sample - sample unit and sample size.

Unit 3: Data collection - primary and secondary data - observation - interview - questionnaire - telephone interviews - construction of interview schedule and questionnaire - scales - checklist, pre-test, pilot study - reliability testing and validating a questionnaire – attitude measurement – methods of scale construction - multidimensional scaling.

Unit 4: Sampling distribution - testing of hypothesis - Z test, t test, F test - estimating parameter value - relational analysis - parametric and non-parametric - correlation and regression - association– Karl Pearson's 'r' - Kendall's tau and Spearman's rho – Chi-square test - Analysis of differences among variances and attributes - parametric analysis of variance (F-test - one way and two way analysis of variance) - non-parametric analysis of variance - Friedman test - Kruskal - Wallis test -Mann Whitney test - Wilcoxin test - using computer software - interpretation of findings – fallacies and pitfalls (theory and simple problems). Software Packages for data analysis – SPSS, etc

Unit 5: Processing and analysis of data: checking - editing - coding - transcription and tabulation – data processing through computers - report writing - target audience - types of reports - contents of a report - style and conventions in reporting - steps in drafting a report.

Reference books:

1. Anderson J. Berry H.D and Poole M., “ Thesis and assignment writing”, Wiley Eastern Ltd.
2. Claus moser and Graham Kalton, Survey Method in social investigation, Gower Publishing Co.
3. David Kaplan, The Sage Hand Book of quantitative methodology, Sage publication
4. Robert G, Murdick, Business Research: concepts and Practice, International Text book co.
5. Taylor et.al., Research Methodology: A Guide for Researchers in management and social science PHI Learning
6. Uma Sekaran Research Methods for Managers: A Skill building Approach, John Wiley and Sons.
7. William C Emory, Business Research methods, R.D. Irwin Inc.

Online resources:

<http://www.us.sagepub.com/en-us/nam/sage-research-methods>
www.sheffield.ac.uk/scharr/prospetive/students/masters
www.edutechwiki.unige.ch/en/researchmethodologyresources

COURSE OUTCOME

- CO1:** Understand the concepts and types of Research
- CO2:** Development of hypothesis and sampling techniques
- CO3:** Describe the methods of data collection
- CO4:** Application of tests to the sample data
- CO5:** Preparation of Research report

Subject Name: Advanced Financial Management

Subject Code: CAA02

Unit 1: Financial management environment - corporate objectives vs. financial goals and functions - reconciliation of financial goals and social objectives - an outline of financial system in India –influence of corporate organisation and taxes on financial management - regulations of SEBI regarding capital issues and stock exchanges.

Unit 2: Firm's investment decisions - practical application of capital budgeting - modern analytical tools and project appraisal and evaluation methods - risk analysis in investment appraisal (theory and problems) – Cost of capital

Unit 3: Financing decisions and capital structure - characteristics of financing methods - analysis of internal and external financing methods - lease financing - determinants of capital structure - regulations relevant to long term financing - managing investments (theory and problems) – dividend policy - behavioral models of dividend policy - clientele effects - relationship between dividends and values (theory and problems)

Unit 4: Capital asset pricing - Sharpe's (CAPM - security analysis and portfolio selection – Markowitz portfolio theory (theory only) - Financial management and market efficiency – random walk theory - Harry Roberts classification of market efficiency - capital markets in India - role of SEBI – investor protection (theory only). Merger and Acquisitions (M &A) – forms – motives-evaluating M &A – considerations in M &A negotiations – Implications of Leveraged buy-outs

Unit 5: International Financial Management – working of foreign exchange market – relationship between Interest rates, inflation rates and exchange rates – Techniques of hedging foreign exchange risk – International capital budgeting – methods of financing International operations.

Reference Books:

1. Brealey & Myers, Principles of Corporate Finance, McGraw Hill
2. Weston & Brigham, Managerial Finance, Holt Rinehart
3. Schall & Haley, Financial Management, McGraw Hill
4. I.M. Pandey, Financial Management, Vikas
5. Stephen Archer, Financial Management, John Wiley
6. Babatosh Banerjee, Financial Policy and Management Accounting, The World Press
7. Damodaran, Corporate Finance – Theory and Practice, John Wiley & Sons, Singapore

COURSE OUTCOME

CO1: Understand the financial management environment

CO2: Identification of risk investment

CO3: Analyse financing decisions.

CO4: Understand the role of SEBI

CO5: Describe International Financial management

Subject Name: Advanced Marketing (Elective)

Subject Code: CAA03

Unit 1: Marketing – meaning- evolution of marketing- marketing environment- market segmentation- marketing mix- social marketing- modern marketing- concept of modern marketing.

Unit 2: Marketing research- nature and scope of research – area of research planning and formulating research problems – consumer research paradigms – approaches of consumer research- consumer research process.

Unit 3: Nature and scope of consumer behavior – consumer perception – elements – dynamics- consumer- imagery- consumer attitude- structural models of attitude- attitude formation- strategies of attitude change.

Unit 4: Consumer decision process- consumer influence and the diffusion of innovations- opinion leadership- diffusion process- adaption process.

Unit 5: Recent trends in marketing – online marketing- green marketing- CRM- service marketing- characteristics- classification- evaluation and growth.

Reference Books:

1. Phillip Kotler, Marketing Management 11th Edition
2. Pillai and Bhavathy, Mordern Marketing
3. Christopher Lovelock, service Marketing
4. David Luit and Donlad Rubin, Marketing Research
5. Kalakota and Whinstone Froniecs Electronic commerce

COURSE OUTCOME

CO1: Understand Market segmentation

CO2: Identify Marketing research, Approaches and Consumer research process

CO3: Comprehend Consumer behavior, perception and attitude

CO4: Understand Consumer decision process, adoption process

CO5: Comprehend recent trends in marketing, CRM
