

**Solapur University, Solapur.**

**Syllabus for M.Phil. in Commerce**

**(w.e.f. June 2010)**

- Paper – I**      **Research Methodology and Information Technology**
- Paper – II**      **Recent Trends in Commerce & Management Education**
- Paper-III**      **Student Can select any one from optional papers**
- Paper-III(A) : Marketing Management  
Paper-III(B) - Financial Management  
Paper-II(C) - Human Resource Management

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### **Paper I - Research Methodology and Information Technology ( Total Marks -100)**

#### **Research Methodology \_ Marks -50**

1. Meaning and Objectives of Research, Types of Research, Research in Commerce and Management - its nature – Research as an aid to decision making .
2. Designing the Research Work – Factors determining Choice of the Design, Steps in designing research work – Statement of the Commerce / Management Problem, Preparation of Hypothesis, Testing of Hypothesis .
3. Types of Data – Internal and External Sources of Data – Methods of Data Collection – Observation, Experimentation, Survey, Types of Survey – Problem of Sampling, Designing Questionnaire – Organizing for Data Collection, Use of SPSS in data analysis
4. Research Report – Types, Format, Elements of good report, Contents, Style, Documentation and Bibliography.

#### **Information Technology - Marks – 50**

Introduction - ., Characteristics of Computer, Structure of Computer.

Input, CPU and Output Devices, Hardware- Input Devices – Keyboard versus Direct Entry. Output Devices- Monitors, Printers, Plotters, Voice- Output Devices  
Secondary storage – Hard Disks, Optical Disk.

Communication and Connectivity- Fax Machine, Email, Videoconferencing system, Modems, Data Transmission, Networking

Internet – Access, Email, Discussion groups, Blogs, Browsers, Search Tools.  
Multimedia

E-Commerce, E-banking, E-Trading

#### **Recommended Books :**

1. Computer Today, Basandara Suresh and Sandar D.H.
2. Computer Fundamentals – P.K.Sinha
3. Computer Today, Doland N. Sanders
4. Computer Fundamentals – V.Rajaram
5. Fundamentals of IT – Bani Banerjee
6. E-Commerce, V.L.S. Shastri.
7. Research Methodology in Commerce and Management - R.D.Sharma
8. Research Methodology in Social Sciences - Sadhu A.N. and A.N. Singh
9. Research methodology – Kothari C.R.
10. Research Methodology - V.P. Michael
11. Research Methodology - Saravanavel P.
12. Research Methodology and Project Work – Prakash Herlekar

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#### **PAPER – II**

#### **RECENT TRENDS IN COMMERCE & MANAGEMENT EDUCATION**

**Marks( 100)**

1. Business – its nature and function. The Business Organisation in a changing Environment – Economic and Technological forces in Business Environment, Globalisation and Challenges. .
2. Role of Government in different economic systems – Role Of Government as regulator, promoter and care taker of Industry and Commerce – Government Policy towards Globalisation, Privatisation and Liberalisation.
- 3 Entrepreneurship, Entrepreneurial Development in India, Qualities of successful entrepreneur, Training and Development of Entrepreneurship, Venture Capital.
4. Commerce & Management Education in India Independence. Role of Commerce and Management Education in changing business environment. Development of curriculum – Restructuring of the courses of studies at various levels –Adoption of Seminar and case Methods of Teaching. Professionalisation of Management in India.
5. Improvement of Teaching – Development of Faculty for Commerce and Management Education – Reorientation and Refresher courses, Faculty Development Programmes of longer durations, Seminars and Group Discussions, Take home material development.
6. Some Broad Issues : Medium of Instruction and Examination Study of languages. Commerce and Management Education and Manpower Planning. Problem of Standards of the University relating to commerce and management education
- 7 Entry of foreign universities in India, its impact on Indian education system. Industry- Institute Linkages, Research areas in Commerce and Management, Funding agencies, Resource mobilization through funding agencies.
- 8 Futuristic Trends in Commerce and management-International trends in capital market-Commodity market- Forward trading- forex market-derivatives-currency swaps.

### **Recommended Books**

1. Management and Organisation – Harrison, Houghton Houghton Mifflin Company, Boston
2. Business – An involvement approach – Hicks /Pride/Powell, McGraw Hill Book Company-
3. Government in Business – Khare S. S., National Publishing House, New Delhi.
4. Business and Society – Steiner George A. Random House, New York
5. Global Corporations – Eels Richard, Inter Book, New York.
6. The Higher Learning in India – Amrita Singh & Phillip G. Attabach, Vikas Publishing House Pvt., Ltd, New Delhi .
7. Universities and their problems - S. R. Dongarkany
8. Five Years Plans of India – Planning Commission, Govt. of India.
10. Sheshadri: The Universities in India.
11. Vasant Desai – Small Scale Industries

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### Optional Paper – Paper-III(A) : Marketing Management

#### 1. Marketing Concepts And Applications-

- A. Introduction to marketing – Nature and scope of marketing, the core concepts of marketing.
- B. Marketing of services – Nature and characteristics of service, classification of services, importance of marketing in service sector, the future of service marketing.

#### 2. Planning-

- A. Marketing planning process.
- B. Planning of marketing mix – what is marketing mix? Elements of marketing mix, The place of marketing mix in marketing planning.
- C. Marketing segmentation – Meaning and concept, benefits and doubts of segmentation, Basis of segmentation, Selection of segments, Market segmentation strategies, Product positioning.

#### 3. Understanding Consumer -

- A. Determinants of consumer behaviour – Meaning and definition of consumer behaviour, importance, factors influencing consumer behaviour, buying process.
- B. Brand Equity – Definition, concept and advantages of customer relationship management (CRM).
- C. Indian consumer market – Characteristics of Indian consumer market – Demographic characteristics.

#### 4. Product Management -

- Product life cycle concept, marketing mix at different stages, new product development and strategy.
- A. Product decision and strategies – What is product? Types of products, product mix decisions, product line decisions.
- B. Branding and packaging decisions – Brand name and trademark, branding decisions, advantages and disadvantages of branding, Pack, Packing, and packaging, features and functions of packaging.

#### 5. Pricing And Promotion Strategy-

- A. Policies and practices – Pricing methods, objectives, price determination policies.
- B. Marketing communication – The promotion mix, Advertising and Publicity – 5 M's of advertising management.
- C. Personal selling and sales promotion – Personal selling – nature, process, importance, Sales promotion – nature and importance, techniques.

6. **Delivery Value -**

A. Designing and Managing value networks and channels – Marketing Channels and value networks, The role of marketing channels, Channel design and decision, Channel Management decision, Channel and integration and system, conflict co-operation and competition, E-Commerce marketing practices.

B. Concepts – Retailing, Wholesaling and Logistics, Network Marketing – Direct marketing

7 **Contemporary issues in marketing-** e- marketing- customer relationship management-ethical issues in advertising-

8 **Consumer protection-** issues , policy initiatives-consumer courts and its working-consumer movement in India

REFERENCE BOOKS :

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler
2. Fundamental of Marketing – William J. Stanton and others.
3. Principles and Practice of Marketing –Philip Kotler
4. Marketing Management – Rajan Saxena
5. Marketing Management – S.A. Sherlekar
6. Service Marketing – S.M.Zha

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### Optional Paper – Paper-III(B) - Financial Management

1. **Meaning and scope of financial management** – Finance Function – Objectives – Profit Maximization Vs. Wealth Maximization – Risk – Return Trade off – Role of Finance Manager in an organization – Organisation in of Finance Management – Financial Planning.
2. **Need for funds** – Raising of funds – Short – Term and long – term sources – ownership securities and debentures – Methods of marketing of securities – New Issues Market and Stock Exchanges.
3. **Analysis and interpretation of Financial Statements** - Common size statement , ratio analysis
4. Funds flow statement, Cash flow statement, Financial leverage, Operating leverage.
5. **Working Capital Management** – Nature and need of working capital, determinants of working capital, cash management, receivables management and inventory management, estimation of working capital management, financing working capital.
6. **Capital budgeting** – Nature and significance, techniques of capital budgeting – Pay Back Method, Accounting rate of return, Net Present Value and profitability index – simple problems.
7. **Management of profits** – appropriation of profits, dividend policy (theories of dividend policy are excluded) determinants of dividend policy, bonus shares and stock splits. Share buyback.
8. **Internal and External expansions** – Mergers – Legal provisions – Financial Analysis of mergers – Takeover strategies.

#### Reference Books.

1. Financial Management by Khan and Jain.
2. Financial Management by Prasanna Chandra (5th edition)
3. Financial Management by I M Pandey.
4. Management Accounting by Khan and Jain.
5. Financial Management by Bhalla.

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#### **Optional Paper – Paper-III(C) - Human Resource Management**

1. **Human resource management:** Concepts, objectives, Scope, Difference between P.M & H.R.M, Strategic human resource, Evolution of HRM from commodity approach to systems approach.
2. **Role of HRM :** Role of HR Manager, Functions – Managerial and operative functions, Significance of HRM, Role in Strategic management
3. **Human resource planning :** Concept, Importance of HRP, Concepts to Job analysis, Job description and job specification. Preparation to job description and job specification.
4. **Procurement and Placement:** Recruitment – Definition, Objectives, factors affecting recruitment and sources of recruitment, Traditional and modern sources. Selection- definition, Essentials and significance of selection, Selection procedure, Concepts to Induction and placements.
5. **Maintenance of Manpower:** Safety and health programmes, Industrial accidents, occupational hazards, statutory provisions for safety health and working conditions under the Factories Act, 1948. Safety organization, Safety education and training.
6. **Compensation Management:** Components of Remuneration, Theories – Expectancy, Equity and Agency theory. Factors affecting wage and salary levels, Challenges of remuneration.
7. **Employee separation and superannuation :** Voluntary Retirement scheme, Lay-off, retrenchment, Internal and external mobility, Separations.
8. **Recent concepts :** Human resource Audit, Research, Employees for lease, Moon Lighting by employees, Dual career groups, Flextime and Flex work.

#### **Reference Books:**

1. Human Resource Management – S.S.Khanka ( S.Chand & Co. New Delhi)
2. Human Resource Management – V.S.P.Rao ( Excel books, New Delhi)
3. Human Resource Management – Stephen Robbins.
4. Essential of Human Resource Management – P.Subha Rao ( HPH)
5. Human Resource Management & Personnel Mgt. – Aswathappa ( Tata Mcgraw Hill)