

**DEPARTMENT OF COMMERCE**  
**M. Phil Commerce**  
**M. Phil PROGRAMME**  
**REVISED SYLLABUS**



**Loyola College (Autonomous)**  
**Chennai- 600 034**

# **Loyola College (Autonomous) Chennai – 600 034**

## **Title of the paper – FINANCIAL MANAGEMENT**

**Course code - CO 1152**

**No. of hours – 6**

**No. of credits - 6**

### **Course Objectives**

- To familiarize the students with various functions of financial management;
- To identify the sources of raising funds and profitable investment avenues;
- To keep abreast with new techniques of financial management of the corporates.

### **Learning Outcomes**

- Students will understand the fundamentals of financial management and its techniques;
- They will appreciate the evaluation techniques followed by the business enterprises;
- They will keep informed about the latest development in the financial management.

### **Teaching –**

- Problem solving skills through strengthening fundamental concepts;
- Class teaching and assignments based on each chapter for self-learning;
- Updation of their knowledge by reference made from current affairs / newspapers;

### **Evaluation Methodology (100 marks)**

- First CIA Test - 50 marks
- Second CIA Test – 50 marks

### **Essential Reading**

- Books on Financial Management
- Finance / Economics based news papers and magazines
- Case studies of relevance

### **Recommended Reading**

1. Bready, Richard A and Steward C Mysore – Corporate Finance, McGrawhill International Edition, Newyork.
2. Chandra Prassanna – Financial Management, Tata McGrawhill, Latest edition.
3. Hamplon, John – Financial Decision Making, Prentice Hall, Delhi, 2004.
4. Pandey I.M – Financial Management – Vikas Publishing House, Delhi, Latest edition
5. Maheswari S.N – Financial Management – Principles and Practice, Sultan Chand & Sons
6. Ravi Kishore – Financial Management, Taxmann Publication, 2016.

## **CONTENT OF THE SYLLABUS**

### **Unit 1 – The concept of Financial Management**

Financial Management: Meaning, nature and scope of finance – Financial goal – Profit vs, Wealth Maximisation – Finance functions – investments, financing and dividend decisions

### **Unit 2 – Techniques of Financial Management**

Capital Budgeting: Nature of investment decisions – investment evaluation criteria – Payback Back period, Accounting Rate of Return, Net Present Value, Profitability Index, Internal Rate of Return, NPV vs. IRR – Capital Rationing – Risk Analysis in capital budgeting – Cost of Capital – calculation of cost of equity, debt, preference shares, retained earnings, WACC and CAPM

### **Unit 3 – Leverage Analysis**

Operating, Financial and Combined Leverages – Measure of Leverages – Effects of operating and financial leverages – Profit analysis and alternative financial plans - Capital Structure theories – Traditional and MM Hypothesis – Determining capital structure in practice

### **Unit 4 – Dividend Policies**

Dividend policies – issues in dividend policies – Gordon, Walter model – MM Hypothesis – Dividend and uncertainty – relevance of dividend – dividend policy in practice – forms of dividends – stability in dividend policy – corporate dividend behaviour

### **Unit 5 – Management of Working Capital**

Management of Working Capital – meaning, significance – types of working capital – calculating operating cycle period and estimation of working capital requirement – financing of working capital and norms of bank finance – source of capital – factoring services – various committee reports on bank finance – dimensions of working capital management

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## MARKETING MANAGEMENT

**SEMESTER – I**

**CREDITS: 6**

**CATEGORY: ELECTIVE SUBJECT (ES)**

**Hrs / Week: 6 Hrs**

### **Objectives:**

The objective of the course is to impart an understanding of the:

1. Conceptual framework, covering basic elements of the marketing mix;
2. Globalisation of marketing for organisational growth;
3. Understand the marketing environment
4. Marketing information system and customer relationship management;
5. Strategic issues in marketing for competitiveness.

### **Learning Outcomes:**

After attending this course, students will:

1. Employ digital tools to analyze the effectiveness of a marketing campaign
2. Formulate a marketing plan including marketing objectives, marketing mix and evaluation criteria
3. Ability to understand and develop the marketing mix for an organisation
4. Develop an ability to assess the impact of the environment on marketing function
5. Should be able to develop suitable marketing strategies in light of the environment

### **Pedagogy:**

The course will be a blend of lectures, presentations, case discussion, end exam and a research project.

### **Unit 1**

Marketing for the twenty first century – The new economy, marketing tasks, Marketing concepts and tools, Company orientation towards the market place, how business and marketing are changing – Adapting marketing to the new economy – major drives of the new economy, how business practices are changing, how marketing practices are changing: E-Business – How marketing practices are changing – setting up of websites – How marketing practices are changing – Customer Relationship Management.

### **Unit 2**

Gathering information and measuring market demand – the components of a modern marketing information system, Marketing research system – Marketing support system, Scanning the Marketing environment – Analysing consumer markets and buyer behavior – Analysing business markets and business buying.

### **Unit 3**

Dealing with the competition – Competitive forces, Identifying competitors, Analysing competitors, Designing the competitive intelligence system, Designing competitive strategies, Identifying market segments and selecting target markets – Market targeting, Positioning and Differentiating the market offering through the product life cycle – Developing new market offering.

### **Unit 4**

Designing global market offering – Competing on a global basis – deciding whether to go abroad, deciding which markets to enter, deciding how to enter the market, deciding on the marketing programme, deciding on the marketing organization. Setting the product and branding strategy – Designing and managing services – Developing price and programmes – Designing and managing value networks and marketing channels.

### **Unit 5**

Managing retailing, wholesaling and market logistics – Managing integrated marketing communications – Managing the integrated marketing communication process. Managing advertising, sales promotion, public relation and direct marketing – Managing sales force – Managing the total marketing effort – Trends in company organization, marketing organization, marketing implementation, evaluation and control.

### **References:**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha - Marketing Management –A South Asian Perspective - 14<sup>th</sup> edition, Pearson Education, 2014.
2. Philip Kotler, Kevin Lane Keller - Marketing Management, 15<sup>th</sup> edition, Pearson Education, 2017.
3. William, D. Parreanlt, E. Jerome Mc Carthy, Marketing – A global – managerial approach, Tata McGraw Hill, India Ltd, 2006
4. Michael Etzel, Bruw Walker, William Staution, Ajay Pandit, Marketing, Tata Mc Graw Hill, 2006
5. William Zikmund Michael d' Amico, Effective Marketing, West Publishing Co., 2005

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## M.PHIL SYLLABUS-COMMERCE

### CO 1154 HUMAN RESOURCE MANAGEMENT

SEMESTER I

CREDITS

CATEGORY= SPECIALIZATION PAPER

NO.OF HOURS/ WEEK

#### OBJECTIVES:

1. Appreciate the principles and practices of Human resource management
2. Understand various aspects of recruitment
3. To understand the nature of human resources and its importance to the organization.
4. To learn about the various mechanisms and strategies in HRM that contribute to the competencies of people in the present context.
5. To build learning organizations and to become competitive in the changing economic environment.

#### UNIT I: HUMAN RESOURCE MANAGEMENT:

Human Resource Management - Evolution and Changing Environment - Objectives - Functions of HRM - Line and Staff view of HRM - HRM as a Profession - Future role of HRM - Human Resource Information System (HRIS) - Its role and relevance - Ethical Issues in HRM - Whistle blowing.

#### UNIT II: HUMAN RESOURCE PLANNING:

Definition-Steps-Limitations-Guidelines involved in HR planning – Job analysis – Job Enrichment-Job Specification-Job rotation –Recruitment Process – New Methods of selection – Job fairs – On line recruitment – Campus Recruitment.

#### UNIT III: HUMAN RESOURCE DEVELOPMENT:

Training and Development - Need and Importance -Assessment of employee training needs - Steps in training - Methods of Training - Management Development Programmes - Significance and Types - Career Planning and Development - Career Counselling, Job Rotation - Promotion and Transfer - Retirement and other Separation Processes.

#### UNIT IV: PERFORMANCE APPRAISAL:

Performance based Appraisals – Process of performance appraisal – Bias in Performance Appraisal – Methods of Performance Appraisal system- Methods of Job Evaluation and Incentive payments

#### UNIT V: WORK LIFE:

Quality of work life –Meaning-Definition- Participation and empowerment –Compensation Administration - Developing a sound compensation Structure- Managing employee grievances and employee discipline.

#### RECOMMENDED TEXT BOOKS:

1. Mamoria C.B, Human Resources Management, Himalaya Publishing House, Edition 1, 2011.
2. Aswathappa K, Human Resource and Personnel Management, 4th Edition, Tata McGraw Hill Publishing Company Ltd. Hill Publishing Co. Ltd., 2005
3. Prasad L. M., Management Process and Organisational Behaviour, Sultan Chand & Sons, 2008

#### REFERENCE BOOKS

1. Desslor Gary, Human Resources Management, Pearson Education, Edition 11, 2008.
2. Rao V.S.P, & Rao P. Subba, Personnel / Human Resources Management, Text Cases and Games, Konark Publishers Ltd, 2000.

# Loyola College (Autonomous) Chennai – 600 034

## ENTREPRENEURSHIP DEVELOPMENT

Semester: I

Credits: 6

Category: Major Core ( SE)

Hrs/ Week : 6 Hrs

### Objectives:

The course is designed to enable the students to:

1. understand various aspects of entrepreneurship, methods of project selection, appraisal and institutions assisting entrepreneurs.
2. get the exposure of developing effective business project.
3. develop conceptual clarity over marketing, financial and legal strategies required for entrepreneurship.
4. develop moral and social duties for entrepreneurship.

### Learning Outcomes:

On successful completion of the course, the students should be able to:

1. identify entrepreneurial opportunities
2. evaluate the feasibility of the entrepreneurial ventures
3. write a business plan
4. create new independent business ventures

### Unit I

Entrepreneur –Meaning, Definition, Characteristics -Functions –Types –Qualities of Successful Entrepreneurs –Entrepreneurship –Growth –Role of Entrepreneurship in Economic Development –Importance –Barriers –Women Entrepreneurs –Concept –Growth –Functions –Types –Motivating Factors –Factors Influencing Women Entrepreneurs –Problems of Women Entrepreneurs –Remedial Measures. International Entrepreneurship. Sociological Theories (Theory of Religious Belief Maxweber)-Economic Theories (Schumpeter’s Theory of innovation, Harvard School Theory)-Views on entrepreneurship (Walker)-Models of Entrepreneurship



## **Unit II**

Opportunity Analysis-Environment & Entrepreneurship-Technological Environment-Competitive Factors-Steps in Setting up a Small Scale Industrial Enterprise-Legal Requirements for Establishing a New Unit-Policies of Government Project - Generating Business Idea – Sources of New Ideas – Methods of Generating Ideas - Identification And Classification – Meaning – Classification –Project Life Cycle –Project Formulation –Need for Project Formulation – Concept of Project Formulation –Significance –Elements –Project Selection – Project Formulation and Financial Institutions –Project Formulation and The Government - Project Appraisal –Meaning –Definition –Various Analysis.

## **Unit III**

Starting a Small Scale Industry – Steps For Starting a Small Industry –Selection of Types of Organization –Incentives and Subsidies – Sickness in Small Scale Industries. Raising of Funds-Internal and External-Sources of Finance to Entrepreneurs-Capital Structure-Capitalization-Venture Capital-Origin, Concept-Features-Innovation & Entrepreneur- Social Responsibility-

## **Unit IV**

Institutions Providing Financial Assistance to Indian Entrepreneurs-Role of Financial Institutions towards Entrepreneurship- Institutional Support to Entrepreneurs: DIC –SIDO, NSIC, SSIB, SSIC, SISI, SIDCO –SIPCOT, KVIC, ITCOT, Commercial Banks. Institutional Finance to Entrepreneurs –IFCI, ICICI, IDBI, IRBI –SIDBI, LIC, UTI, SFC, SIDC, TIIC, EXIM Bank.

## **Unit V**

Rural Entrepreneurship – Meaning and Types –Need –Problems In Growth of Rural Entrepreneurship – Components of Village and Small Industries –KVIC And its Seven Groups – Steps taken By Government –Modernization of Rural Industries. Meaning & Objectives-Indian EDP model- Phases of EDP-Evaluation of EDP-Role & Achievements of EDP- Rural Entrepreneurship-Women Entrepreneurship-Concept-Factors Governing-Schemes for Women entrepreneurs.

## **BOOKS FOR REFERENCE:**

1. Dynamics of Entrepreneurial Development and Management: Vasant Desai, Himalaya Publishing house, New Delhi
2. Entrepreneurship Development: S.S. Khanka, Sultan Chand and Sons, New Delhi.

3. Entrepreneurship Development: C.B Gupta and N.P Srinivasan, Sultan Chand and Sons, New Delhi.
4. Entrepreneurship Development (Principles Policies and Programmes):P.Saravanel, Ess Pee Kay Publishing house, Chennai.
5. Entrepreneurship Development: E. Gorden and K.Natarajan P Srinivasan, Himalaya Publishing house, New Delhi.
6. Entrepreneurship: MadhurimaLall and SkikhaSahai, Excel Books, New Delhi.

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## CO 1117 Business Research Methods

Semester: I

Credits:6

Category: Major Core ( MC)

Hrs/ Week : 6 Hrs

### Objectives:

The course is designed to enable the students to:

1. identify and discuss the role and importance of research in the commerce.
2. aware of the ways of selecting a research problem, an appropriate research design and implementing a research project.
3. apply various concepts and procedures of sampling, data collection, analysis and reporting.
4. expose the students to update methods of data analysis including statistical and computer packages suitable for financial and behavioural research.

### Learning Outcomes:

On successful completion of the course, the students should be able to:

1. conduct qualitative and quantitative research.
2. construct appropriate research design including formulating research hypothesis, argumentation for data collection and analysis methods / techniques.
3. write a research report to communicate new knowledge in succinct and clear manner.
4. use computerised statistical packages for research.

### Unit 1

**Research Methodology:** An Introduction - Research - Meaning-Objectives - Types- Approaches-Process-Criteria for Good Research- Defining Research Problem - Technique Involved in Defining A Problem -Research Design- -Need - Concepts- Different Research Designs.

### Unit 2

**Sample Design** - Sampling and Non Sampling Errors- Types of Sampling Designs - Non - Probability Sampling - Probability Sampling - Complex Random Sampling Designs. Measurement of Scaling - Quantitative and Qualitative Data - Classification of Measurement Scales - Techniques of Developing Measurement Tools - Scaling Techniques- Deciding Scaling.

### Units 3

**Data Collection** - Collection of Primary Data - Collection of Secondary Data - Selection of Appropriate Method For Data Collection. Case Study Method. Data Preparation Process- Questionnaire Checking- Editing-Coding-Classification - Tabulation - Graphical Representation - Data Cleaning - Data Adjusting- Missing Values.

#### **Unit 4**

**Testing of Hypothesis** - Concepts- Type I And Type II Errors - Procedure for Testing - Test Statistic And Critical Region - Descriptive Statistics - Theoretical Distribution- Z, And F. Hypothesis Testing for Mean - Proportion - Variance- Difference of Two Mean - Difference of Two Proportions- Difference Of Two Variances- P Value Approach - One Way ANOVA and Two Way ANOVA- Time Series Analysis- Factor Analysis - Cluster Analysis - Chi - Square Tests - Sign Tests- Wilcoxon Signed Rank Sum Test for Single Population - Single Sample - Paired Samples - Mann Whitney U Test - Kruskal Wallis Test - Kendals Tau And Spearman's Rank rtho. Computer Software Application Using SPSS For Basic And Advanced Statistical Analysis.

#### **Unit 5**

**Interpretation and Report Writing** - Techniques of Interpretation - Precautions in Interpretation - Significance of Report Writing - Steps in Writing Report - Layout of The Research Report - Types of Report - Oral Presentation - Mechanics for Writing a Research Report-Precautions for Writing Research Reports. References and Bibliography.

#### **References:**

C.R.Kothari , Gaurav Garg, Research Methodology Methods and Techniques 4th Edition -New Age international (P) Ltd, Publishers. 2019.

C.R. Kothari, Research Methodology-Methods and Techniques, New Age International Pvt. Ltd., Publishers; January 2004

Donald. R Cooper, Pamela. S. Schindier, Business Research Methods:9th Edition - TATA Mc Graw Hall Publishing Ltd.

A Black and Dean, J. Champion, Methods and issues in Social Research John Wiley and Sons.

Mark Saunders, Philip Lewis, Adrian Thomhill Research Methods for business students 3 rd edition- Pearson Education.

Sekaran Research methods for business: A Skill Building Approach- Wiley Publishers, 2006.

MLA Handbook for writers of Research Papers,7th Edition, Affiliated East -West Press Ltd, New Delhi. 2009.



# **Loyola College (Autonomous) Chennai – 600 034**

## **ADVANCED BUSINESS STRATEGY**

**Course code - CO 1118**

**No. of hours – 6**

**No. of credits - 6**

### **Course Objectives**

- To understand the business environment and organizational culture involved in the corporates and their practices
- To identify the business strategies that are contemporary in nature and supportive to the developmental process
- To familiarize with the functional operations of the management of the organisations such as financial and human resource management;
- To know the logistical and supply chain management and their involvement in the marketing operations of the business enterprises;
- To educate in the ethical behavior and corporate social responsibility and the essential of understanding corporate governance in the broader perspectives.

### **Learning Outcomes**

- Students will understand the broader dimensions of the subject with regard to the business environment, organizational culture and the practices followed globally;
- The learning process will elucidate with various business strategies that are contemporary in nature and supportive to their understanding;
- The outcome will illustrate them with functional operations of the finance, human resources and the supply chain management adopted in the business enterprises;
- The students will also identify the ethical behavior which are essential for the organisations, the CSR and the corporate governance adherence of the organisations.

### **Teaching –**

- References will be taken from the current affairs / newspapers;
- Involving the students in the teaching process through cross examining.
- Educating them to understand and solve the business case studies.

### **Evaluation Methodology (100 marks)**

- First CIA Test - 50 marks
- Second CIA Test – 50 marks

### **Essential Reading**

- Financial / Business related News Papers
- Case studies of relevance
- Contemporary development in Advanced Business Strategies – related websites

### **Recommended Reading**

1. Azar Kazmi – Business Policy and Strategic Management – Tata McGrawhill, New Edition.
2. Chakraborty S.K - Ethics in Management – Vedantic Perspectives – Oxford University Press – New Edition;
3. Prasanna Chandra – Financial Management – Theory and Practice – McGrawhill Education – New Edition
4. Waters Donald , Logistics: Introduction to Supply Chain Management, Palgrave Macmillan
5. S.K. Bhatia , Business Ethics and Corporate Governance – Google book

## **CONTENT OF THE SYLLABUS**

### **Unit 1 - Strategic concept of business**

Principles of Marketing - Management Orientation - Driving forces - Restraining forces – Multinational Corporations - Global Marketing Information Systems - Sources of Market Information - Formal Marketing Research - Current Issues in Global Marketing Research

### **Unit 2 - Business Environment and organizational culture**

The world economy - Marketing and Economic Development - Balance of Payment - Services Trade - International Trade Alliances - Degrees of Economic Cooperation – Social and cultural environment - Common aspects of culture - Elements of Culture – Political and legal environment

### **Unit 3 – Financial and Human relation strategies**

Financial system – Capital Structure – Ratio Analysis - Corporate valuation - Restructuring and value creation – Behavioural finance – Human resources and organizational development – Role of Information Technology in HRM - Human Resource Information Systems - Enterprise Resource Planning and HRM - Strategic HR Applications

### **Unit 4 - Marketing strategies and Perspectives**

Fundamentals of Logistics - Progress in Logistics and Current trends - Organization and achieving integration - Basic Concepts of Supply Chain Management - Planning and Sourcing - Making and Delivering – IT and Supply Chain Management - Financial Supply Chain - Elements of Financial Supply Chain Management

### **Unit 5 - Ethical behavior and Corporate Social Responsibility**

Ethics in workplace – ethical standards – corporate social responsibility – CSR management – CSR Reporting - organisation and society – corporate and ethno-morality – implementation of corporate governance and business ethics in organisations – sustainability and accountability in corporate governance – exploring multinational reporting practices.