

Course Objective

The objective of this course is to impart knowledge on research methods and techniques in commerce. This course deals with planning of research, identifying the research problem, designing the research problem, method of data collection, applying various statistical tools and techniques and preparing research report. This paper also makes a penetrating insight into the various dimensions and facets of research and acquaints the students with analytical, scientific and rational attitude, skills and queries.

Course Outcomes

At the end of the course, students will be able to

- i. Describe social research and its types with importance and limitations.
- ii. Predict and formulate research problems, hypothesis and sampling.
- iii. Analyze the data collected for the selected research problem.
- iv. Appraise the analytical knowledge of using SPSS.
- v. Compile the research report.

UNIT I

Introduction to Research: Definition – Objectives – social research – meaning and characteristics, types – pure vs. applied research – descriptive vs. analytical research – quantitative and qualitative research – importance and limitations. Research Methods: historical methods- case study method – inductive and deductive methods – other methods - exploratory research – ex-post facto research – evaluation research - experimental research.

UNIT II

Selection, Identification and Formulation of Research Problem: Research problem – meaning

– sources – theory and facts – criteria of good research problem. Research Design, Hypothesis and Sampling: Research design – meaning and nature – components - types. Hypothesis – meaning – importance – types – sources - characteristics – forms - formulations and verifications. Sample- sample size – methods - characteristics of good sample-probability - non-probability samples - sampling error

UNIT III

Collection of Data and Techniques: Construction of tools – questionnaire – interview schedule – interview – observations and other techniques. Scaling Techniques:– methods of scaling – scale classification basis – types of scales – rating scales – rank order scales – attitude scales - scale construction techniques – construction of Likert and semantic differential scales – scaling errors – scale validation. Data Processing: Editing – coding – tabulation.

UNIT IV

Statistical Methods with SPSS Package: Measure of relationship – correlation – simple – partial – multiple – regression –simple and multiple – association of attributes – applications in research. Hypothesis testing and estimation: fundamentals of hypothesis testing – standard error – point and interval – estimates – important non – parametric tests: sign – Run Krusdal

– Wallis tests and Mann – Whitney test. Parametric tests: Testing of Significance, mean proportion, variance and correlation coefficients – testing of significance of differences between means, proportions, variances and correlation coefficients. ANOVA and Chi-square test - one-way and two ways ANOVA – Latin Square test – Chi-square test for association and goodness of fit.

UNIT V

Report Writing: Steps in report writing – format of the research report – mechanics of report writing – referencing – use of quotations – bibliography – appendix – precautions for writing the report.

Books for Reference

1. Kothari C R., Research Methodology – Methods and Techniques, Second Edition, New Age International Publishers, New Delhi, 1990.
2. Young P.V., Scientific Surveys and Research, Asia Publishing House, New York, 1992.
3. Krishnasamy. O.R., Research Methodology, Himalayas Publications. 2002.
4. Young P.V., Scientific Surveys and Research, Asia Publishing House, New York, 1992.
5. Ghosh. B.N., Scientific Methods and Social Research, third edition, Sterling Publishers Pvt Ltd, New Delhi 1992.
6. Gupta S.C., Fundamentals of Statistics, Sultan Chand and Sons, 2001
7. Gupta S.P., Statistical Methods, Sultan Chand and Sons, 2002.
8. Jack Hevin, Elementary Statistics in Social Research, Pearson Education Pvt. Ltd, Delhi 2000.

MCO 6603

FINANCIAL MANAGEMENT AND CONTROL

6 Credits

Course Objective

The objective of this course is to give orientation on the conceptual framework of financial management and its applications under various environmental constraints. This course deals with functions of financial management, capital budgeting, cost of capital, operating and financial leverage, capital structure and theories, dividend policy, management of working capital, lease financing and international financial management. This course also develops the ability to decide on optimization and effective utilization of financial resources within the available constraints.

Course Outcomes

At the end of the course, students will be able to

- i. Assess their knowledge on the finance functions and investment decisions;
- ii. Analyse the significance of cost of capital, cost of debt and the effects of operating and financial leverages on profit;

- iii. Describe the capital structure and dividend policy in practice;
- iv. **Examine the techniques in working capital management and lease financing;**
- v. Explain the impact of international financing on the monetary policy of India.

UNIT I

Financial Management: Meaning, Nature, Scope of Finance, Financial Goal – Profit Vs Wealth Maximization, finance functions – investment financing, dividend policy and decisions. Capital Budgeting: Nature of investment decisions, investment evaluation criteria – net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison, capital rationing and risk analysis in capital budgeting.

UNIT II

Cost of Capital: Meaning and significance, calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital (weighted); cost of equity. Operating and Financial Leverage: Measurement of leverages; effects of operating and financial leverage on profit; analyzing alternate financial plans; combined financial and operating leverage.

UNIT III

Capital Structure Theories: Traditional and MM Hypothesis – without taxes and with taxes, determining capital structure in practice. Dividend Policies: Issues in dividend decisions, Walter's model; Gordon's model; MM Hypothesis; dividend and uncertainty; relevance of dividend; dividend policy in practice; forms of dividends; stability in dividend policy; corporate dividend behaviour.

UNIT IV

Management of Working Capital: Meaning, significance and types; calculating operating cycle period and estimation of working capital requirements; financing of working capital and norms of bank finance; sources of working capital; factoring services; various committee reports on bank finance; dimensions of working capital management. Lease Financing: Definition, steps, types, merits, demerits, problems, prospects, legal aspects, contents of lease agreement.

UNIT V

International Financial Management: Introduction – international financial needs – scenario – requirements – factors influencing financial decisions – financial environment – impact on the monetary policy of India – currency management.

Books for Reference

1. Chandra, Prasanna, Financial Management, Tata Mc Graw Hill, Delhi 2002.
2. Pandey, I.M, Financial Management, Vikas Publishing House, Delhi 2001
3. Bhattacharya, Hrishikas, Working Capital management, Strategies and techniques, Prentice Hall, New Delhi 2000.
4. Khan.M Y. Jain. P.K, Financial Management, Tata Mc Graw Hill, New Delhi 2002.
5. Maheswari S.N, Financial Management, Sultan Chand, New Delhi, 2000.

Course Objective

The objective of this course is to help students to understand the framework of marketing management under various contexts. This course deals with introduction to marketing management, market analysis and selection of product and pricing decision, distribution and promotional decision, marketing and organizational research, issue and recent developments in marketing, services marketing, Multi-level marketing, Online marketing and international marketing. This paper enables the students to permeate into various dimensions and aspects of national and international marketing and provides them an opportunity and exposure to take up career in marketing

Course Outcomes

At the end of the course, students will be able to

- i. Illustrate the concept of marketing, impact of environment on marketing decisions with the selection of market.
- ii. Analyze the product decisions, price fixation, distribution and the promotional efforts.
- iii. Evaluate marketing research and marketing operations.
- iv. Ascertain the issues and the recent developments in marketing.
- v. Apply 4 P's of marketing in par with the paradigm shift in international marketing.

UNIT I

Introduction: Concept, nature, scope and importance of marketing; marketing concept and its evolution; marketing mix; strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; market segmentation and positioning; buyer behaviour; consumption versus Industrial organizational buyers; consumer decision-making process.

UNIT II

Product and Pricing Decisions: Concept of a product; classification; product decisions; product line and product mix; branding; packaging and labeling; product life cycle – strategic implications; new product development and consumer adoption process. Pricing decisions: factors affecting price determination; pricing policies and strategies. Distribution and Promotional Decisions: Nature, functions and types; distribution channel intermediaries; channel management decisions; retailing and wholesaling. Promotion decisions: communication process; promotion mix – advertising, personal selling, sales promotion, publicity and public relations; determining advertising budget; copy designing and its testing; media selection; advertising effectiveness; sales promotion – tools and techniques.

UNIT III

Marketing and Organisational Research: Meaning and scope of research process. Marketing organization and control: organizing and controlling marketing operations. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing, marketing of services; International marketing; green marketing; cyber marketing; relationship marketing and other developments in marketing.

UNIT IV

Services Marketing: Nature and types of services, pricing, marketing strategies for service sector, marketing of Financial, educational and information services, customer relationship management. Multi-Level Marketing and Online Marketing – Meaning; Significance; Merits; Demerits

UNIT V

International Marketing – Definition; scope and objective; Identifying and Selecting foreign markets, product Planning for international market; International pricing; foreign markets, promotion of products and services abroad; International distribution; export policy.

Books for Reference

1. Kotler, Philip and Gary Armstrong, Principles of marketing, Prentice Hall, New Delhi, 2002

Ramaswamy, V S and Nama kumari, S, Marketing Management, Macmillan India,

MCO 6602

BUSINESS MANAGEMENT

6 Credits

Course Objective

The objective of this course is to provide students with the wider knowledge on the conceptual framework of business as a whole and its various components in particular. This course deals with business system, company management, and principles of management, production management, personnel management and financial management. This course also helps the student to get a thorough insight into the practical working and constraints of business.

Course Outcomes

At the end of the course, students will be able to

- i. Describe different forms of business organization, management of companies and its meetings.
- ii. Classify the various functions of management.
- iii. Appraise production and personnel to achieve the economies of scale.
- iv. **Develop their knowledge on the institutions providing finance for business.**
- v. **Assess the Social Responsibility of business.**

UNIT I

Business System: Nature of business – evolution of business - launching a business enterprise – Forms of Business Organisation. Company Management: Structure – pattern and problems – company meetings and resolutions.

UNIT II

Principles of Management: Nature of management – development of management thought - functions of management – managerial planning – Organizing – Staffing – Directing – Controlling – Scientific Management.

UNIT III

Production Management: Plant Location – Production planning and control – work improvement and measurement – materials management – the economies of size. Personnel Management: Personnel selection and management – employee remuneration – industrial relations – productivity and labour welfare - industrial psychology.

UNIT IV

Financial Management: Financial planning – methods of financing – institutional financing of business – the securities market

UNIT V

Business Environment: Government and business – Privatized Public Enterprises – Social Responsibilities of Business – Globalisation – WTO and its impact on business – Competition Act 2002.

Books for Reference

1. Cherunilam Francis, Business Environment, Sultan Chand, 2002.
2. Prasad L.M, Principles of Management, Himalaya Publishing House, 2001.
3. Prasad L.M, Human Resource Management, Himalaya Publishing House, 2001.
4. Maheshwari S.N, Financial Management, Sultan Chand, 2000.