

NATIONAL COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-1
M.Phil (Commerce)
2019-20
COURSE I
RESEARCH METHODOLOGY -M19CO1

UNIT: I

Research: Meaning – Purpose – Types of Research –Steps in Research- Selection and formulation of a research problem- Review of Literature –Research Design(**Theory**)

UNIT: II

Sampling-Techniques- Design-Methods- Sample size and sampling errors-Methods of Data Collection-Techniques- Questionnaire- Interview schedule(**Theory**)

UNIT: III

Analysis of Data-Testing of Hypothesis- T test , F test, Chi Square test, Introduction to SPSS package- Interpretation – Report Writing- Foot note and Bibliography; (**Theory and Problem**)

UNIT IV

Measures of central tendency – Arithmetic Mean, Median and Mode – Harmonic mean – Geometric mean – Measure of dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – co-efficient of variation (**Theory and Problem**)

UNIT V

Correlation – Regression – Time series (**Theory and Problem**)

Text Books:

1. Ravilochnan. P, Research Methodology, Margam Publications, Chennai -17.
2. Saravanavel. P, Research Methodology, Kitab Mahal.
3. Pauline V. Young Scientific Social Surveys and Research, Prentice Hall of India.
4. Gupta. S. P Statistical Methods, Sultan Chand and Sons, New Delhi.
5. Anderson. J, Berry H. D and Poole. M, Thesis and Assignment writing.
6. Bajpai. S. R Methods of social survey and research, Kitab Ghar, Kanpur-3.

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COURSE II
ADVANCED CORPORATE MANAGEMENT-M19CO2

UNIT I

Financial Management: Financing decisions- Theories of capital structure- Financial leverage- EBIT-EPS analysis- Internal and external financing methods- Capital structure planning- Determinants

UNIT II

Human Resources Management-Recruitment-Training and Development-Reward Management-Welfare measures- Performance Management-Employee maintenance and separation-Strategic Human Resources Management-Global Human Resources Management-Recent Trends in HRM.

UNIT III

Marketing Management- Marketing Research-Objectives and methods of marketing research-Retail management – Global Marketing-Rationale and Principle- Product strategy and organization for global marketing- E-Marketing-Marketing of services

UNIT IV

Financial Markets- Capital Market – Instruments – Equities , Debt and Derivatives – Primary market - Issue methods, market intermediaries, Secondary market – Trading Techniques and settlement procedures-Mutual funds-Credit Rating Agencies

UNIT V

Corporate Governance-Meaning - Enhancing Stakeholders 'confidence – Principles of Corporate Governance - Corporate disclosures and investor protection- Socially responsible investment – Societal demand on corporations- Structure of corporate governance – Corporate governance for global companies

Books Recommended

- 1.Maheswari,S.N. Financial Management , Sultan Chand & Sons, New Delhi
- 2.Dwivedi, R.S. Human Resource Management
- 3..Prasad L.M Organisation Theory and Behaviour, Sultan Chand & Sons, New Delhi
4. Pillai .R.S. and Bagavathi, Modern marketing- S.Chand and Co. Delhi
5. Prasanna Chandra, Investment Game, Tata Mc GrawHill
6. Bhalla V.K Investment Management

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COURSE III – TEACHING AND LEARNING SKILLS - M19CO3

Objectives:

- Acquaint different parts of computer system and their functions.
- understand the operations and use of computers and common
- Accessories
- Develop skills of ICT and apply them in teaching learning context
- and Research
- appreciate the role of ICT in teaching, learning and Research
- acquire the knowledge of communication skill with special
- reference to its elements, types, development and styles
- understand the terms communication Technology and
- Computer mediated teaching and develop multimedia / e-content in
- Their respective subject
- Understand the communication process through the web
- acquire the knowledge of Instructional Technology and its
- Applications
- Develop different teaching skills for putting the content across to
- Targeted audience

Unit I – Computer Application Skills

Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, power point slides in the class room ICT for Research: On-line journals, e-books, Courseware, Tutorials, Teaching reports, Theses and Dissertations – ICT for Professional Development : Concept of professional development; Institutional efforts for competency building; individual learning for professional development using professional networks, OERs, technology for action research, etc.

Unit II – Communication Skills

Communication : Definitions – Elements of Communication : Sender, Message, Channel, Receiver, Feedback and Noise –Types of Communication : Spoken and written : Non- verbal communication - Intrapersonal, Interpersonal, Group and Mass communication- Barriers to communication : Mechanical, Physical, Linguistic & Cultural – Skills of communication : Listening, Speaking, Reading and writing – Methods of developing fluency in oral and written communication – style, Diction and Vocabulary – Classroom communication and dynamics.

Unit III – Pedagogy

Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation – Versatility of Lecture techniques – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching – Learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion.

Unit IV – E-learning, Technology Integration and Academic Resources in India

Concept and types of e-learning (Synchronous and asynchronous instructional delivery and means), m-learning (mobile apps); blended learning; flipped learning; E-learning tools (like LMS; software's for word processing, making presentations, online editing, etc.); subject specific tools for e-learning; awareness of e-learning standards- concept of technology integration in teaching – learning processes; frameworks guiding technology integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India; MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National Academic Depository, National Digital Library; e-Sodh Sindhu; virtual labs; eYantra, Talk to a teacher, MOODLE, mobile apps, etc.

Unit V – Skills of Teaching and Technology based assessment

Teaching skills : Definition, Meaning and Nature – Types of Teaching skills : Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board writing and Skill of Closure- Integration of Teaching Skills – Evaluation of Teaching Skills – Technology for Assessment: Concept of assessment and paradigm shift in assessment; role of technology in assessment 'for' learning; tools for self & peer assessment (recording devices; e-rubrics, etc.); online assessment (open source software's; e- portfolio; quiz makers; e-rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics.

References :

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi.
2. Brandon Hall, E-learning, A research note by Namahn, found in: www.namahn.com/resources/.../note-e-learning.pdf, Retrieved on 05/0/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education : A Curriculum for Schools and programmed of Teacher development, Jonathan Anderson and Tom Van Weert, UNESCO,2002.
5. Jereb, E.,& Smittek, B.(2006). Applying multimedia instruction in e-learning. Innovations in Education & Teaching International,43(1),15-27.
6. Kumar K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
7. Learning Management system: [https://en.wikipedia.org/wiki/Learning management system](https://en.wikipedia.org/wiki/Learning_management_system), Retrieved on 05/01/2016
8. Mangal S.K.(2002) Essential of Teaching –Learning and Information Technology, Tandon Publications, Ludhiana.
9. Michael D. and William (2000). Integrating Technology into Teaching And Learning : Concepts and Applications, Prentice Hall, New York
10. Pandey S.K. (2005) Teaching Communication, Commonwealth Publishers, New Delhi.
11. Ram Babu A. abd Dandapani S (2006) Microteaching (Vol. 1 & 2) Neelakamal Publications, Hyderabad.
12. Singh V.K.. and Sudarshan K.N. (1996) Computer Education, Discovery Publishing Company, New York.
13. Sharma R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
14. Vanaja. M. and Rajasekar S. (2006) Computer Education, Neelkamal Publications, Hyderabad.