

NATIONAL COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-1
M.Phil (Commerce)
2016-17
COURSE I
RESEARCH METHODOLOGY AND EDUCATIONAL TECHNOLOGY

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

Origin, history, meaning and definitions of Educational Technology- Objectives, forms and approaches-Scope, significance and use of educational technology-System concept-Types-Parameters-Steps involved in system approach-Education system-Instructional System.

UNIT V

Meaning of information and communication technology(ICT)-Definition-features-trends-uses and limitations-Characterizes of e-learning-advantages and limitations-integrations of ICT in teaching and learning-ICT applications: using word processor, spread sheets, power point slides in the classroom-ICT for research: on-line journals, e-books, technical reports, theses and dissertations-computer mediated teaching: Multimedia, e-content.

Text Books:

1. S. K. Mangal and Uma Mangal, Essentials of Education Technology Prentice- Hall of India Pvt Ltd, New Delhi, 2009
2. R. A. Sharma, Fundamentals of Educational Technology, Surya Publications Meerut 2006
3. Michael D and William, Integrating Technology in to Teaching and Learning: concept and Application, Prentice Hall, New Yark, 2004
4. Kumar K. L Educational Technology, New Age Internatinal Publishers, 2008
5. Ravilochnan. P, Research Methodology, Margam Publications, Chennai -17.
6. Saravanavel. P, Research Methodology, Kitab Mahal.
7. Pauline V. Young Scientific Social Surveys and Research, Prentice Hall of India.
8. Gupta. S. P Statistical Methods, Sultan Chand and Sons, New Delhi.
9. Anderson. J, Berry H. D and Poole. M, Thesis and Assignment writing.
10. Bajpai. S. R Methods of social survey and research, Kitab Ghar, Kanpur-3.

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COURSE II
ADVANCED CORPORATE MANAGEMENT

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

BEHAVIOURAL MANAGEMENT

Unit I: Individual Behaviour

Nature of Behaviour- Individual differences- Perception- Perceptual distortion- Learning-Components of Learning Process – Personality- Determinants of Personality- Personality and Performance- Motivation and Behaviour- Attitudes and Behaviour- Attitudinal Changes

Unit II: Group Behaviour

Group Dynamics-Behaviour in groups-Formal and Informal groups- Informal organizations- social factors- Establishing Role Behaviour- Cultural factors- Characteristics- Interpersonal Behaviour

Unit III :Consumer Behaviour

Consumer Behaviour- Buying Motives- Determinants of Buyer Behaviour- Maslow's Hierarchy of Needs Theory-Consumer Decision making Process –Buying habits- Buying Pattern

Unit IV

Consumerism- Consumer Protection Act-Consumer Research- Consumer Attitude Measurement- Consumer Identity and the Self Concept-Consumer Relationship Management

Unit V :Investor Behaviour

Investment Motives- Principles of Investment- Investment Avenues- Investment Attributes- Approaches to Investment Decision making-Common errors in Investment Management- Qualities for successful investing

Books Recommended

- 1.Keith Davis, Human Behaviour at Work,
- 2.Fred Luthans, Organisational Behaviour, Mc Grawhill
- 3.Prasad L.M Organisation Theory and Behaviour, Sultan Chand & Sons, New Delhi
- 4.Suja.R. Nair, Consumer Behaviour, Himalaya Publishing House, New Delhi
- 5.Landon, Consumer Behaviour, Tata Mc Grawhill
- 6Jay .D. Lind Quist - Consumer Behaviour ,Biztanra
- 7.Bhalla V.K. Investment Management
5. Prasanna Chandra, The Investment Game, Tata Mc Grawhill India