

**JAYARAJ ANNAPACKIAM COLLEGE
FOR WOMEN (AUTONOMOUS)**

A Unit of the Sisters of St. Anne of Tiruchirappalli

Accredited with 'A+' Grade (Cycle 4) by NAAC

DST FIST Supported College

**Affiliated to Mother Teresa Women's University,
Kodaikanal**

**PERIYAKULAM – 625 601, THENI DT.
TAMIL NADU.**



M.PHIL.COMMERCE

2020-2023

PG AND RESEARCH CENTRE OF COMMERCE

M. PHIL. PROGRAMME OUTCOMES

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Reflect critically on their own, with their peers' and synthetic working situations in the light of new concepts and course input.
2.	Identify relevant sources, evaluate them and to use these appropriately in their studies.
3.	Engage in independent study and group/pair work including the presentation of materials.
4.	Relate skills with self management and task achievement, meeting deadlines, problem-solving and metacognitive awareness.
5.	Associate study skill with data collection and researching, digesting, selecting, planning, writing and presenting articles for publication.
6.	Present reports on their findings in the respective category of work to improve their expertise and imbibe practical abilities.

M. PHIL. PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Acquire in-depth knowledge in the field of commerce research area.	PO - 1
2.	Ability to work in team with enhanced communication and interpersonal skills.	PO - 3
3.	Identify the most important current issues to be addressed in the society.	PO - 2
4.	Contribute solutions and suggestion to social problems through research activities.	PO - 6
5.	Pursue research in financial management, human resource management, marketing management analyze data related to social issues using statistical software.	PO - 5

M. PHIL COURSE PATTERN (2020 - 2023) (UGC/ TANSICHE/ MTU)

Sem.	Code	Title of the paper	Hours	Credits
I	20MCO1C01	Research Methodology	10	8
	20MCO1C02	Financial Management	14	12
	20MCO1E3A	Banking Technology	6	-
	20MCO1E3B	Human Resource Management		
	20MCO1E3C	Entrepreneurship Development		
	20MCO1E3D	Financial Markets & Services		
	20MCO1E3E	Marketing Management		
	Total	30	20	
II	20MCO2E3A	Banking Technology	-	5
	20MCO2E3B	Human Resource Management		
	20MCO2E3C	Entrepreneurship Development		
	20MCO2E3D	Financial Markets & Services		
	20MCO2E3E	Marketing Management		
	20MCO2R01	Dissertation	-	15
Total for I & II Semesters			30	40

No External for Indepth Study Paper

RESEARCH METHODOLOGY

Semester: I

Hours: 10

Code : 20MCO1C01

Credits: 8

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify research problems and determine the research objectives.	PSO-1	K
CO - 2	Select the suitable methods for collecting data.	PSO-2	Ap
CO - 3	Frame required sample design for analysis.	PSO-2	An
CO - 4	Apply appropriate statistical tools for the interpretation of the data collected.	PSO-4	U
CO - 5	Prepare a systematic research report.	PSO-4	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		RESEARCH METHODOLOGY										Hours: 10
Code : 20MCO1C01												Credits: 8
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	3	3	3	4	5	4	3	3	3	3.55
CO - 2	4	3	3	4	3	3	4	3	4	3	3	3.36
CO - 3	3	4	3	3	4	3	4	3	3	3	3	3.27
CO - 4	3	4	3	3	4	3	3	3	4	3	3	3.27
CO - 5	4	3	3	4	3	3	3	2	3	4	3	3.18
Overall Mean Score											3.33	

Result: The score for this course is **3.33** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Research - Meaning-Objectives - Types of Research-Research Process - Criteria of Good Research - Types of Research - Social Science Research - Ethics in Social Research. **(25 Hours)**

UNIT II

Review of literature - Literature search procedure - sources - Planning of research - defining research problem - formulation of objectives - scope, concept, period, geography - hypotheses - Research design - types - features of good design. **(25 Hours)**

UNIT III

Sampling techniques - methods - sample design - different types of sample design - characteristics of a good sample design - choices of sampling techniques - sample size - Primary and secondary data- Methods of collection of data - Tools for data collection. **(25 Hours)**

UNIT IV

Processing and statistical analysis of data- editing, coding and classification of data - Tabulation-graph, chart and diagrams - statistical treatment - testing hypotheses - t test - chi-square test - analysis of variance - interpretation of results. **(25 Hours)**

UNIT V

Report writing - types - planning - principles of writing - steps in drafting report - format of the report - bibliography-foot notes - briefing - evaluation of research report. **(25 Hours)**

COURSE BOOKS:

1. C.R. Kothari, Research Methodology, Methods & Techniques, New Age International Publishers, New Delhi, 2004.
2. O.R. Krishnaswami, Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi, 1993.

BOOKS FOR REFERANCE:

1. P. Ravilochanan, Research Methodology, Margham Publications, Chennai, 2003.
2. Devandra Thakur, Research Methodology in Social Sciences, Deep and Deep Publications, New Delhi, 1993.
3. Gopal Lal Jain, Research Methodology, Mangal Deep Publications, Jaipur, 1998.
4. Donald R. Cooper, Pamela S. Schindler, Business Research Methods, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1999.

FINANCIAL MANAGEMENT

Semester: I

Hours: 14

Code : 20MCO1C02

Credits: 12

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire indepth knowledge in financial management.	PSO-1	K
CO - 2	Identify both the theoretical and practical role of financial manager in business corporations.	PSO-2	Ap
CO - 3	Estimate total capital requirements in preparing capital budgeting.	PSO-2	An
CO - 4	Reduce the risk within the context of financial decision making.	PSO-4	U
CO - 5	Select common investment criteria and cash flow associated with corporate project evaluation.	PSO-4	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		FINANCIAL MANAGEMENT										Hours: 14
Code : 20MCO1C02												Credits: 12
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	3	3	3	4	5	4	3	3	3	3.55
CO - 2	4	3	3	4	3	3	4	3	4	3	3	3.36
CO - 3	3	4	3	3	4	3	4	3	3	3	3	3.27
CO - 4	3	4	3	3	4	3	3	3	4	3	3	3.27
CO - 5	4	3	3	4	3	3	3	2	3	4	3	3.18
Overall Mean Score											3.33	

Result: The score for this course is **3.33 (High Relationship)**

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Nature of Financial Management - scope of finance-key activities of financial management - financial manager's role - Financial goal: profit maximization Vs Wealth Maximization - financial manager's goals Vs shareholders' goals - financial goal and firm's mission and objectives - practical case study on the relevant points. **(30 Hours)**

UNIT II

Capital Budgeting - principles and techniques - pay back period - discounted cash flow method - timed adjusted method - techniques - present value - net present value - internal rate of return method - average rate of return - analysis of risk and uncertainty - definition of risk-sensitivity analysis - risk evaluation approaches - risk adjusted discount approach - probability distribution approach - decision tree approach. **(30 Hours)**

UNIT III

Capital Structure - Net Income Approach - Net Operating Income Approach - Traditional Approach - Cost of capital - its significance - concept of opportunity cost of capital- determining component of costs of capital- cost of debt - cost of preference capital - cost of preference capital - cost of equity - the weighted average cost of capital - flotation costs , cost of capital and investment analysis - Practical cases on calculation of cost of capital. **(30Hours)**

UNIT IV

Issues in Dividend policy - dividend relevance - Walter's Model - relevance of dividend policy under market imperfections- objectives of dividend policy - practical considerations in dividend policy - stability of dividend- target payout and dividend smoothing- forms of dividend - buyback of shares- case studies of dividend policy analysis. **(30 Hours)**

UNIT V

Corporate restructuring and mergers and acquisitions - corporate restructuring and business combinations - types of business combinations - mergers and acquisition in India - motives and benefits of mergers and acquisitions - value creation through merger and acquisition - financing a merger - merger negotiations - tender offer and hostile takeover- corporate strategy and acquisitions - SEBI guidelines for takeovers - case studies on mergers and acquisitions - international Financial Management - Documents used in Foreign Trade - Foreign Exchange Market. **(30 Hours)**

COURSE BOOK:

I.M. Pandey, "Financial Management", Vikas Publishing House Private Ltd., New Delhi, 2013.

BOOKS FOR REFERENCE:

1. Van Horne - Financial Management and policy, Pearson Education. Delhi, 2005.
2. Prasanna Chandra - Financial Management, Tata McGraw Hill, 2005.
3. Ravi M. Kishore - Financial Management, Taxmann Publishing Ltd, 2006.
4. Khan & Jain , Financial Management, Tata McGraw Hill, New Delhi, 2009.
5. Keown - Financial Management: Principles and Applications , 10th edition, Pearson Education, Delhi, 2008.

(Theory 60% and Problems 40%)

BANKING TECHNOLOGY

Semester: I & II

Hours: 6

Code : 20MCO1E3A & 20MCO2E3A

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Create an awareness about the technology impacts in banking operations.	PSO-1	K
CO - 2	Understand an exposure for E- Banking.	PSO-2	Ap
CO - 3	Develop understanding of the various systems and classification of banks.	PSO-2	An
CO - 4	Analyze and describe the Rangarajan Committee Report.	PSO-4	U
CO - 5	Narrate the latest developments in banking sector.	PSO-4	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I & II		BANKING TECHNOLOGY										Hours: 6
Code : 20MCO1E3A & 20MCO2E3A												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	2	1	2	2	4	5	1	2	4	3	2.81
CO - 2	4	4	5	2	3	2	2	5	4	3	3	3.36
CO - 3	3	4	5	3	4	4	4	5	3	2	3	3.63
CO - 4	4	2	4	2	4	5	3	2	4	5	4	3.55
CO - 5	3	2		3	4	5	2	4	3	5	2	3.36
Overall Mean Score												3.38

Result: The score for this course is 3.38 (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Introduction - Essentials of Bank management, Banking and other Business - Modern View - Banking Systems and Classifications. **(18 Hours)**

UNIT II

Technological Impact in Banking Operations - Total Branch Computerization - Centralized Banking - Opportunities and Challenges. **(18 Hours)**

UNIT III

Customer Relationships Management Strategies - Customer Focus and Customer Satisfaction - online Banking - Marketing Strategies at Bank Branches. **(18 Hours)**

UNIT IV

EFT - RTGS - Prime Banking - Internet Banking - MICR Electronic Remittances - FIRPS - E-Cheque - Electronic Money. **(18 Hours)**

UNIT V

Analysis of Rangarajan Committee Reports - E-Banking - Core Banking. **(18 Hours)**

COURSE BOOKS:

1. Vasudeva, E- Banking, Common Wealth Publishers, New Delhi, 2008.
2. Atul Kumar Srivastava, Essentials of Bank Management - An Indian perspective, Kunal Books.

BOOKS FOR REFERANCE:

1. Bank Financial Management by Indian Institute of Banking and Finance, Macmillan Publishers India Ltd.
2. Kaptanss & Choubey N.S, E- Indian Banking in Electronic Era. Sarup Sons, New Delhi.
3. Banking Technology - Indian Institute of Bankers Publication 2010.
4. Padma Charan Dha, Bank Management Theory & Practice, Wisdom Press. New Delhi 2014.

HUMAN RESOURCE MANAGEMENT

Semester: I & II

Hours: 6

Code : 20MCO1E3B & 20MCO2E3B

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the concepts on human psychology of a laborer.	PSO-1	K
CO - 2	Evaluate policy framework for personnel management.	PSO-2	Ap
CO - 3	Get things done through others by adopting appropriate strategies.	PSO-3	An
CO - 4	Become public relation officer/human resource manager.	PSO-2	U
CO - 5	Promote co-ordination between employee and management	PSO-1	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I & II		HUMAN RESOURCE MANAGEMENT										Hours: 6
Code : 20MCO1E3B & 20MCO2E3B												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	4	3	3	3	3	3	3	3	4	3.36
CO - 2	3	4	4	3	3	4	3	2	4	4	3	3.36
CO - 3	4	2	3	4	4	3	3	2	4	3	3	3.18
CO - 4	4	3	3	3	3	4	4	3	4	3	3	3.36
CO - 5	3	4	3	3	4	3	3	4	3	3	4	3.36
Overall Mean Score											3.36	

Result: The score for this course is **3.36 (High Relationship)**

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Human resource management - its evolution -human resource management environment - its objectives - HRM as a profession - qualities of a HR manager - HRM and personal Management - future role of HRM - reasons for the growth of HRM - features of IHRM - challenges facing IHRM - international HRM practices.

(18 Hours)

UNIT II

Meaning and features of strategic HRM - SHRM vs HRM - models of strategic human resource management - its benefits - steps in strategic management process - characteristics of human resource planning - its process - factors considered and requirements for effective human resource planning-benefits and barriers to HR planning.

(18 Hours)

UNIT III

Recruitment and Selection - job analysis - job description - job specification - job design - recruitment policy - its process - recruitment vs selection - selection tests - strategy for an effective interview process - orientation, socialization - placement- socialization process.

(18 Hours)

UNIT IV

Role of HRM in Corporate Goal Setting, Levels and Models of Strategic HRM, Applications of Strategic HRM. Performance Appraisal - Purpose, Methods, Factors, Problems. Distinguish between Performance Appraisal and Potential Appraisal. Performance Management Systems.

(18 Hours)

UNIT V

Compensation plan - Incentives - individual and group. Benefits - Bonus and Fringe. Developing a sound compensation plan, wage policy, Executive compensation - Factors and issues. HRM in Virtual Organizations.

(18 Hours)

COURSE BOOK:

Pravin Durai, Human Resource Management, Dorling Kindersley (India) Pvt. Ltd., licensees of Pearson Education in South Asia, New Delhi, 2010.

BOOKS FOR REFERANCE:

1. V. Balakrishnan, M. Subramanian, Behavioural Dimensions in Human Resource Management, Anurag Jains for Excel Books, (Excel Printers) Delhi, 2006.
2. Y.K. Singh, H.S. Rawat, Human Resource Management, APH Publishing Corporation, Delhi, 2008.
3. VSP Rao Human Resource Management: Text & Cases, Excel Books, New Delhi, 2002.
4. Edwin Flippo Personnel Management, Tata McGraw Hill, New Delhi, 1984.
5. L.M. Prasad & A.M. Banerjee, Management of Human Resources, Sterling Publishers Private Ltd., Second edition 1985.

ENTREPRENEURSHIP DEVELOPMENT

Semester: I & II

Hours: 6

Code : 20MCO1E3C & 20MCO2E3C

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Evaluate business ideas and market opportunities.	PSO-1	Ap
CO - 2	Develop an interest to attend EDP programme conducted by special agencies and institutions.	PSO-1	K
CO - 3	Prepare comprehensive business plans.	PSO-2	Ap & Sy
CO - 4	Identify funding agencies and design the capital structure of business.	PSO-3	An
CO - 5	Manage a business and face challenges to start a new business.	PSO-4	Sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I & II		ENTREPRENEURSHIP DEVELOPMENT										Hours: 6
Code : 20MCO1E3C & 20MCO2E3C												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	3	3	3	4	5	4	3	3	3	3.55
CO - 2	4	3	3	4	3	3	4	3	4	3	3	3.36
CO - 3	3	4	3	3	4	3	4	3	3	3	3	3.27
CO - 4	3	4	3	3	4	3	3	3	4	3	3	3.27
CO - 5	4	3	3	4	3	3	3	2	3	4	3	3.18
Overall Mean Score											3.33	

Result: The score for this course is **3.33** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Entrepreneurial culture: Meaning - Stages in the entrepreneurial process - Barriers to entrepreneurship - Socio - economic origins of entrepreneurship - Environmental factors affecting entrepreneurship - Entrepreneurial Structures - Characteristics of entrepreneurship - Conceptual model - Views of Schumpeter - Walker and Drucker - Theories of entrepreneurial origin - Intrapreneurs.

(18 Hours)

UNIT II

Entrepreneurial traits and motivation: Entrepreneur and enterprise - Entrepreneurs and managers - Traits of a true entrepreneur - Types of entrepreneurs - Functions of an entrepreneur - Behavioural patterns of entrepreneurs - Motivating factors - Entrepreneurial ambitions - Compelling factors - Facilitating Factors.

(18 Hours)

UNIT III

Sources of Project Finance: Sources of finance - Capital structure planning - Financial leverage - Cost of capital - Project finance - Term loans - Lease finance - Working capital - Sources of short term finance - Capitalization - Over and under capitalization - Overrun finance - Venture capital.

(18 Hours)

UNIT IV

Marketing Channels: Concept of marketing channel - Significance of channel - Need and functions - Channel design - Strategy and choice of channel - Selecting channel members - Setting quality standards - Recruitment strategies.

(18 Hours)

UNIT V

Entrepreneurial Development Programmes: Concept of entrepreneurial development - Need for training and development - Phases of entrepreneurial development programme - Contents of training programme for ED - Target group - Special agencies and schemes - Institutions conducting EDPS - Problems in Institutional framework - Evaluating EDPS.

(18 Hours)

COURSE BOOK:

Vasant Desai, Entrepreneurial Development, Potential beyond Boundaries , Himalaya Publishing House, 2013.

BOOKS FOR REFERENCE:

1. C.B. Gupta and N.P. Srinivasan , Entrepreneurial Development, Sultan Chand & Sons. New Delhi, 2000.
2. Saravanavel, Entrepreneurial Development, New Delhi Sultan Chand & Co.2000.
3. Monica Loss, F.L.Baskaran, Entrepreneurial Development, Global Academic Publishers, 2011.
4. E.Gordon & Natarajan, Entrepreneurial Development, Himalaya Publishing House, New Delhi, 2011.

FINANCIAL MARKETS & SERVICES

Semester: I & II

Hours: 6

Code : 20MCO1E3D & 20MCO2E3D

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of financial services.	PSO-1	Ap
CO - 2	Acquire knowledge about leasing and hire purchase.	PSO-1	K
CO - 3	Describe about venture capital.	PSO-2	Ap& Sy
CO - 4	Identify different credit ranking agencies and their function.	PSO-3	An
CO - 5	Understand the concept of NBFC'S and its operation.	PSO-4	Sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I & II		FINANCIAL MARKETS & SERVICES										Hours: 6
Code : 20MCO1E3D & 20MCO2E3D												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	2	1	2	2	4	5	1	2	4	3	2.81
CO - 2	4	4	5	2	3	2	2	5	4	3	3	3.36
CO - 3	3	4	5	3	4	4	4	5	3	2	3	3.63
CO - 4	4	2	4	2	4	5	3	2	4	5	4	3.55
CO - 5	3	2		3	4	5	2	4	3	5	2	3.36
Overall Mean Score											3.38	

Result: The score for this course is 3.38 (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Financial systems - Concepts - Financial Intermediaries - Financial Markets - Classification - Capital Markets & Money Markets - Interlink Between Money Market & Capital Market - Financial Systems in India. **(18 Hours)**

UNIT II

Financial Services - Classification - Challenges facing the Financial Service Sector - Financial Innovation - New financial products and services - Innovative Financial Instruments - Fund based activities - Non- fund based activities. **(18 Hours)**

UNIT III

Venture capital - Concepts- Meaning-Features -Scope of venture Capital - Venture Capital Guidelines - Method of Venture Financing - Indian Venture Capital Scenario - SEBI venture Capital Fund Regulations. **(18 Hours)**

UNIT IV

Derivatives - Meaning - Kinds - Forwards - Features of Forwards - Futures - Types of Futures - Forwards Vs Futures - Options - Swap - Kinds of Swap - Derivatives in India - Recent Developments. **(18 Hours)**

UNIT V

Legal and Institutional Arrangements Regulatory & legal framework of government in banking - role of RBI - functions of stock exchange - listing & formalities in stock exchange - laws governing SEBI - role of SEBI - laws governing non banking financial corporation's - laws pertaining anti - money laundering. **(18 Hours)**

COURSE BOOK:

M.Y. Khan, Financial Services, 2008, Tata McGraw-Well Publishing Company, 4th edition. New Delhi

BOOKS FOR REFERANCE:

1. E.Gordon & K.Natarajan, Financial Markets and Services, Himalaya Publishing House, Mumbai, 2015.
2. S. Gurusamy, Financial Markets and Institutions, Tata McGraw - Well Publishing Company 3rd edition Mumbai, 2009.
3. Sames L. Heskett, Managing in the services Economy, Harvard Business School Press, Boston, 2001.
4. Nalini Praya Tripathy, Financial Services, Prentice Hall of India, New Delhi, 2002.

MARKETING MANAGEMENT

Semester: I & II

Hours: 6

Code : 20MCO1E3E & 20MCO2E3E

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the concepts in marketing and consumer behaviour.	PSO-1	K
CO - 2	Evolve marketing research design.	PSO-2	Ap
CO - 3	Apply different strategies depending on consumer's preferences.	PSO-2	An
CO - 4	Promote selling with twin objectives, ie, economic price for consumers and standard rate of earning for producers.	PSO-4	U
CO - 5	Promote scientific market survey before launching a new product.	PSO-4	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I & II		MARKETING MANAGEMENT										Hours: 6
Code : 20MCO1E3E & 20MCO2E3C												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	3	3	4	2	5	4	3.64
CO - 2	4	5	3	4	2	4	3	5	4	3	4	3.73
CO - 3	3	5	2	4	3	4	5	4	3	4	4	3.73
CO - 4	5	4	2	4	3	4	5	3	4	4	4	3.82
CO - 5	4	2	3	4	5	4	3	4	3	4	3	3.55
Overall Mean Score											3.69	

Result: The score for this course is **3.69** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I

Definition of Marketing, and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making. **(18 Hours)**

UNIT II

Need for studying consumer behaviour, consumer modelling: Economic model, Learning model, Psychoanalytic model, Sociological model - Consumer Behaviour and perception, Learning, Personality, Attitude, Motivation; Social influence on consumer Buying Behaviour - Groups, Types of groups relevant to Consumer behaviour; Industrial buying Behavior. **(18 Hours)**

UNIT III

Segmentation basis, Selection of segments, Segmentation strategies, Targeting and positioning; Marketing mix for product and services; 5 M's of Advertising, 6 C's of Distribution Channel; Marketing information system. **(18 Hours)**

UNIT IV

Recent trends in Promotion strategy- Product Life Cycle strategies - New product development and strategies. Retailing - Current issues in Marketing - Concept and Strategy of Green Marketing. **(18 Hours)**

UNIT V

Application of marketing research, research process, research design, research tools, research analysis - factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research. **(18 Hours)**

COURSE BOOK:

Philip Kotler, Marketing Management (Analysis, Planning, Implementation and Control), Prentice-hall of India Pvt. Ltd., New Delhi.

BOOKS FOR REFERANCE:

1. G.C Beri,,Cooper Schindler, 'Marketing Research, Concept & Cases', Tata MaGraw-Hill Publication, 2009
2. Aaker, D. A, 'Marketing Research: A Wiley / Hamilton Publications, New York. 1978.
3. Leon Schiffman, Leslie Lazar Kanuk, Consumer Behavior, Prentice-hall of India, New Delhi,1978
4. Louden, Consumer Behaviour, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
5. Paul Green, Donald Tull, Gerald Albaum, Research for Marketing Decisions, Prentice-Hall of India, New Delhi,1978

DISSERTATION

Semester: II

Credits: 15

Code : 20MCO2R01

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recognize the importance of planning and preparation required to undertake a research project.	PSO-1	Ap
CO - 2	Prepare questionnaire with statistical concepts.	PSO-2	Ap
CO - 3	Formulate hypotheses for social problems.	PSO-3	An
CO - 4	Analyze, interpret data and summarize conclusions.	PSO-3	Ap & Sy
CO - 5	Publish research papers in reputed journals and to pursue Ph.D.	PSO-4	U

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		DISSERTATION										Credits: 15
Code : 20MCO2R01												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	1	2	3	4	5	6	1	2	3	4	5	3.36
CO - 2	4	4	3	3	3	3	4	3	3	3	4	3.27
CO - 3	4	4	2	3	4	3	3	3	3	4	3	3.55
CO - 4	4	3	3	3	4	4	4	3	4	3	4	3.36
CO - 5	3	3	3	3	4	4	3	3	4	4	3	3.45
Overall Mean Score											4	

Result: The score for this course is 4 (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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