DEPARTMENT OF COMMERCE - M. Phil

PROGRAMME SPECIFIC OUTCOME

PSO1: Develop skills in financial analysis and decision making.

PSO2: Apply research methods and develop skills in application of research in solving business problems.

PSO3: Understand marketing practices of business firms.

Subject Name: Research Methodology

Unit 1: Nature and scope of research in business -types of research- significance – research process- characteristics of good research.

Unit 2: Problem identification and selection –Review of literature – Research Design – meaning, need, and features of good design- different types of research design – developing a research plan; framing and testing of hypothesis.

Unit 3: Sampling design, procedures, types and errors -scaling techniques, rating scales - attitude scales- likert, Trustone and Guttman Scales.

Unit4: Methods of data collection- primary and secondary data- sources: Questionnaire, Interview, Observation, Mail and E-mail surveys –Pilot study and Pre-testing- Internet sources- Data base- websites available for data collection.

Unit 5: Analysis and interpretation – report writing- layout of the report- types of report- steps in writing the report- evaluation of report.

COURSE OUTCOME

CO1: Understand Research process and characteristics
CO2: Understand Literature review and hypothesis
CO3: Identify Sampling and scaling techniques
CO4: Understand Methods of data collection
CO5: Implement Analysis and interpretation

Subject Name: Advanced Human Resources Management

Unit 1: Basic overviews of HRM- need for HR department- getting the best employees- management quiz- staffing- workforce planning- specifying goals and roles- recruiting- outsourcing- screening applicants- selecting/ hiring- new employees.

Unit 2: Overview of training and development, reason and benefits for training and development- employees training programme, orientation programme- corporate training.

Unit 3: Paying employees and providing benefits employee's law- labour problem- Indian labour market and motivating employees personnel policies- rewarding performance.

Unit 4: Ensuring safe work environment diversity management is dealing with drugs in work place- employees Assistant Programme- Ergonomics (safe facilities in the work place) - personal wellness dealing with HR/AIDS in the work place- supporting spirituality in the work place.

Unit 5: Managing change and also change management- resistance to change- leadership- categories and types of leadership- Psychology of leadership – scope of leadership – leadership in organizations- leadership in formal organization- leadership in informal organization- leader in organization- leadership and vision skill management- employees who benefit- literate management, knowledge management.

COURSE OUTCOME

CO1: Understand recruitment and selection of employees
CO2: Understand Training and development
CO3: Understand Payment and benefits to employees, motivation and rewarding.
CO4: Develop safe work environment, Ergonomics
CO5: Understand Change management, Knowledge management and Leadership

Subject Name: Advanced Marketing (Elective)

Unit 1: Marketing – meaning- evolution of marketing- marketing environment- market segmentation- marketing mix- social marketing- modern marketing- concept of modern marketing.

Unit 2: Marketing research- nature and scope of research – area of research planning and formulating research problems – consumer research paradigms – approaches of consumer research- consumer research process.

Unit 3: Nature and scope of consumer behavior – consumer perception – elements – dynamics- consumer- imagery- consumer attitude- structural models of attitude- attitude formation- strategies of attitude change.

Unit 4: Consumer decision process- consumer influence and the diffusion of innovations- opinion leadership- diffusion process- adaption process.

Unit 5: Recent trends in marketing – online marketing- green marketing- CRM- service marketing- characteristics- classification- evaluation and growth.

COURSE OUTCOME

CO1: Understand Market segmentation
CO2: Identify Marketing research, Approaches and Consumer research process
CO3: Comprehend Consumer behavior, perception and attitude
CO4: Understand Consumer decision process, adoption process
CO5: Comprehend recent trends in marketing, CRM