

**DEPARTMENT OF BUSINESS STUDIES  
SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**SYLLABUS EFFECTIVE FROM: 2017-18  
M. PHIL. (COMMERCE)  
[SEMESTER-I WEF: JUNE 2017]**

**COURSE TITLE: RESEARCH METHODOLOGY PAPER-I**

Note: All units carry equal weightage.

Total Marks: 100

Objective: To acquaint the students about the knowledge of research methods, Policies and Practices.

- Unit 1                    Introduction**
- Meaning of research
  - Objectives of research
  - Significance of research
  - Types of research
  - Research methods v/s Research methodology
  - Research process: An overview
  - Criteria of good research
- Unit 2                    Problem Identification, Sampling and Research Proposal**
- Defining the research problem
  - Techniques involve in defining problem
  - What is sampling?
  - Types of sample design
  - Selecting an appropriate sample
  - How to select a Random Sample?
  - Research proposal
- Unit 3                    Research Design**
- Meaning of research design
  - Need for research design
  - Features of a good design
  - Important concepts relating to research design
  - Different research design
  - Basic principles of experimental designs
- Unit 4                    Data Collection**
- Collection of Primary Data
  - Difference between Questionnaires and Schedules
  - Selection of appropriate method for data collection
  - Collection of secondary data: Sources, Advantages & Limitations

**References:**

1. Kothari, C. R. (2009), Research Methodology, Vikas Publishing House, New Delhi.
2. Sachdeva, J.S. (2008), Business Research Methodology, Himalaya Publishing House, New Delhi.
3. Zikmund, William G. (2009), Business Research Methods, Cengage Learning India Private Ltd., New Delhi.

## **COURSE TITLE: PERSPECTIVE MANAGEMENT PAPER-I**

Note: All units carry equal weightage.

Total Marks: 100

Objective: To educate the Students about the basic aspects and current issues of Perspective Management.

### **Unit 1 Group Dynamics**

Concepts of Group and Group Dynamics  
Types of Group  
Formal and Informal Groups: Characteristics and Differences  
Five Stage Model of Group Development  
Significance of Informal Groups  
Problems of Informal Groups  
Group Cohesiveness : Concept and affecting factors

### **Unit 2 Organisational Development**

Concept and Features  
Objectives and Problems in OD  
OD Process in the form of Action research Model  
OD Interventions or Strategies or Techniques

### **Unit 3 Knowledge Management**

Concept and basic Elements namely Knowledge Creation, Knowledge Sharing and Knowledge Utilization  
Characteristics of Knowledge – intensive Organisations  
Results or Advantages of Knowledge Management  
Implementing Knowledge Management Programme

- Defining KM Strategy
- Organising KM Programme
- Reinforcement for KM

Tips for making KM Practices more Effective

### **Unit 4 CSR (Corporate Social Responsibilities) and Business Ethics**

Concept and Significance of CSR  
Arguments in against of CSR  
New Horizons of CSR

#### **Business Ethics**

Concept of Ethics and Business Ethics  
Need for Business Ethics  
Principles of Business Ethics  
Regulations of Business Ethics  
Factors affecting Business Ethics  
Benefits of Business Ethics  
Ethical Practices in Indian Business Houses

#### **References:-**

1. Bhanushali, S.G., "Managing 21<sup>st</sup> century Organisation", Himalaya Publishing House, Mumbai.
2. Kreitner, "Management," AITBS Publisher, New Delhi.
3. L.M.Prasad, "Organisational Behaviour", Sultan Chand & Sons, New Delhi.
4. P.Subbarao, "Management: Theory and Practice" HPH Mumbai.

5. T. Ramasamy, "Principles of Management" HPH, Mumbai.

## **COURSE TITLE: FINANCIAL MANAGEMENT PAPER-I**

Note: All units carry equal weightage.

Total Marks: 100

Objective: To understand theory and practices of Financial Management for Financial Decision Making.

**Unit 1                    Financial Management: An Overview**

Finance / Finance function  
Evolution and Importance  
Fields / Scope of Finance  
Goals of the Financial Management  
Position of finance function in organisation structure

**Unit 2                    Indian Financial System: An Outline**

Structure of Indian Financial System  
Reserve Bank of India  
Types of Banks and Their Functions  
Development Banking  
Banking Sector Reforms in India

**Unit 3                    Financial Markets and Securities**

Money Market  
Capital Market  
Working of Stock Exchanges in India, BSE, NSE, OTCEI, MCX, NASDAQ  
Debt versus Equity Securities  
New Financial Instruments: ADRs, GDRs, ECB, FCCB, FCCN, CP, PE, Venture Capital  
SEBI as a Regulatory Body

**Unit 4                    Financial Services**

- (i)        Lease Financing
- (ii)       Merchant Banking
- (iii)      Credit Rating
- (iv)      Mutual Funds

**REFERENCES:**

1.    Chandra, P., Financial Management Theory and Practice, Tata McGraw Hill Education Private Limited, New Delhi.
2.    Ghosh, T. P., Accounting Standards and Corporate Accounting Practices, Taxmann Allied Services Pvt. Ltd., New Delhi.
3.    Gupta, S. K. and Sharma, R. K., Financial Management Theory and Practice, Layani Publishers, New Delhi.
4.    Jawaharlal, Corporate Financial Reporting Theory and Practice, Taxmann Allied Services Pvt. Ltd., New Delhi.
5.    Khan, M. Y. and Jain, P. K., Financial Management Text and Problems, Tata McGraw Hill Publishing Company Limited, New Delhi.
6.    Pandey, I. M., Financial Management, Vikas Publishing House Pvt. Ltd., Delhi.
7.    Srivastava, R. M., Financial Management and Policy, Himalaya Publishing House, Mumbai.