

Circulars file

- 15 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/ Com /C.B.C.& G.S./P.G. Syll./02/2018**

It is hereby informed to all concerned that, the syllabi prepared by the Board of Studies & recommended by the Dean, Faculty of Commerce & Management the **Academic Council at its meeting held on 30 June & 02 July 2018 has decided that to adopt the Choice Based Credit and Grading System which are already run in University Campus from the Academic Year 2011-12 to 2018-2019 & onwards that the same Curriculum should be implement to the affiliated colleges at Post Graduate level from the academic Year 2018-2019 Under the Faculty of Commerce & Management.**

Sr. No.	Name of the Course	Semester
1]	M.Com.	I & II
2]	M. Phil	Annual

This is effective from the Academic Year 2018-2019 & onwards as appended herewith.

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,

Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2018-19

Date:- 19-07-2018.

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Pro. Vice-Chancellor.

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [M.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

- 33 -

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
MASTER IN PHILOSOPHY
(M. PHIL) COURSE
under Choice Based Credit & Grading System
University Department of
Commerce

[Effective from the Academic Year 2018-19 & onwards]

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD
DEPARTMENT OF COMMERCE

M.Phil. (Commerce)
(Revised Syllabus June-2018)

Subject: - MODERN TRENDS IN INDUSTRY AND COMMERCE

COURSE CODE. : M.Phil- 601		No. of Credits : 08	Semester/Annual
Subject Title : Modern Trends In Industry And Commerce			
Course Objectives : The objective of this course is to expose students to the Modern Trends in Industry and Commerce.			
Unit	Course Content	Periods	
I	Globalisation : Merchandise Trade, Domestic Trade, Global Trade & Developing Countries, Manufacturing, Exports, State & Central Government Schemes for Startups.	20	
II	State and Industry : Role of Government in Relation to Large and Small Business, Government Policy towards Rural Industrialization, Licencing and Dispersal of Industries. Multinational's Business in India : Their Impact on Business, Transfer of Technology, Foreign Collaboration Agreement appraisal, Role and Scope for non-Residential Indians.	20	
III	International Trade : Export Zones of India. Export Policy, Export Promotion, Bodies, Exim Bank, GATT WTO, India's Trade – Bilateral and Multinational. BOP, Balance of Trade	20	
IV	Trade Policy: Theories of International Trade, Absolute Cost Theory, Comparative Cost Theory, Factor Endowment Theory. Opportunity Cost Theory, Foreign Exchange Market.	20	
V	Capital Markets : Parallel Capital Markets, Recent Trends in Indian Money and Capital Market – Efficiency, Finance Facilities and Problems, Mutual funds.	20	
VI	Legal Aspects of Government and Trade : Foreign Exchange Market, FERA, FEMA, SEBI ACT, MRTP Act, Indian Patent Act, Company Law Act 2013, Industrial Policy 2018.	20	



Suggested Readings:

Chand Amar: Government and Business, Tata McGraw Hill, New Delhi-1985.

Dasgupta & Sar Gupta R: Govt. and Business in India, Allied Book Agency, New Delhi.

Kerbert Morrison: Efficiency in the Nationalised Industries, George Allen & Unwin, London.

Usha Saxena: Role of Multinationals in India's Foreign Trade.

Soni: Indian Industry and its Problems.

Mukherjee and Mukherjee: India's Foreign Trade by Region.

C. N. Purrushottam Nair: Export Promotion in India.

Mukherjee: India's International Payment Imbalances.

Francis Cherunilam: International Trade & Export Management.

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DEPARTMENT OF COMMERCE
M.Phil. (Commerce)
(Revised Syllabus June-2018)

Subject: - MARKETING MANAGEMENT (Elective)

COURSE CODE. : M.Phil- 621		No. of Credits 08	Semester/Annual
Subject Title : Marketing Management (Elective)			
<u>COURSE OBJECTIVES</u>			
1) The objective of this course is to expose students to Philosophical aspects of Marketing and different issues.			
2) Creating awareness regarding pros and cons of Global Marketing.			
3) Improving analytical skills with respect to consumer behavior, Marketing and Advertising Research.			
4) Improving Skills and Awareness among the students regarding Online Marketing with Legal and Ethical Issues.			
Unit	Course Content	Periods	
I	Introduction : Marketing Concept and its Evolution, Scope of Marketing, Core concepts of marketing such as Need, Want, Demand, Customer Value, Exchange, Customer & Consumer, Customer Satisfaction, Customer Delight, Customer Loyalty, Consumer Behaviour, Marketing v/s Market. Functions of Marketing, Marketing Mix.	25	
II	Marketing Environment : Internal and External Environment, Macro and Micro, Need for analyzing the Marketing Environment, Macro Environment - Analyzing the Economic, Socio-cultural, Demographic, Political-Legal-Regulatory, Technical, environmental environments.	25	
III	Marketing Research : Meaning and role of Marketing Research, Applications of Research Designs. Types of Research Designs - Exploratory, Descriptive & Causal, concept of validity & reliability of a research study. Formulating hypotheses in Marketing. Designing questionnaires and observation forms for different marketing research situations.	25	
IV	Research in Promotion Strategy : Elements of Promotion Mix, Sales Promotion and its Tools and Techniques. Publicity and Public Relations, Advertising – Elements of ad copy ,Research areas related to promotion strategy.	25	
V	Current Issues and Developments in Marketing : Global Marketing and Impact of ICT on it, International marketing, Green Marketing Concepts and Strategies, Cyber marketing, Relationship Marketing and other developments of marketing and its Social, ethical and legal aspects. Importance and Research of Rural Marketing in India.	20	

*	Every Week End There will be Compulsory Class Test/Seminar/Presentation /Group Discussion	
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LEARNING OUTCOMES OF THE COURSE (Subject)

1. To give the students an understanding of marketing research from both user's management and the researchers perspective.
2. To create the basic skills for conducting professional marketing research.
3. To enable the students understand the current issues in Marketing and Decision making.

Text Books:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Marketing Research - An Applied Orientation by Malhotra and Dash, Pearson Education.
6. Marketing Research by Churchill, Jr, G.A. and D. Iacobucci (2005), South Western Cengage.

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DEPARTMENT OF COMMERCE

M.Phil. (Commerce)
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Subject: - FINANCIAL MANAGEMENT - (ELECTIVE)

COURSE CODE: M.Phil - 622			NO OF CREDITS: 08	SEMESTER / ANNUAL
COURSE TITLE: M.Phil				
Course Objectives: Update the subject knowledge among the students at corporate level.				
UNIT	COURSE CONTENTS	LECTURES		
I	Structure of Financial System: - Financial Markets, Financial Instrument and Services, Prior Saving Theory, Credit Creation Theory, Theory of Forced savings, Financial Regulation Theory, Financial Liberalisation theory, Concept & Types of Risk, Concept & Types of Return.	20		
II	Working Capital - Principles & Concept of Working Capital – Structures – Size of Working Capital – Operating Cycle and Techniques of working Capital, Accounts Receivable – Cash Management – Inventory Control Models.	20		
III	Project Management – Project formulations and Feasibility Analysis, Project Appraisal, Sensitivity & Uncertainty Analysis. Economic & Social Cost Benefit analysis, Project Financing, Project Evaluation, Project Risk Management.	20		
IV	Cost of Capital: - Types of Capital, Methods of Computing Cost of Capital, Foreign Exchange Markets, Foreign Capital flows.	20		
V	Capital Structure Theories: Factors Influencing Capital Structure, Optional Capital Structure, Non-Banking Statutory Financial Organization. Non-Banking Financial Intermediaries.	20		
VI	Financial Statement Analysis: Break even chart, Value Analysis, Ratio Analysis, Leverages Profit Planning & Control (PPC) Financial Sector Reforms, Banking Policy, Mergers.	20		

Books:

1 *Van-Horne*: Financial Management

2 *L. M. Bhole*: Financial Institutions & Markets

3 *Truckkar*: Break-even Analysis

4 *Khan – Jain* - Financial Management

5 *Kulkarni* - Financial Management

6 *I. M. Pandy* – Financial Management

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DEPARTMENT OF COMMERCE
M.Phil. (Commerce)
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Subject: - TEACHING AND EVALUATION TECHNIQUES

COURSE CODE.: M.Phil- 603		No. of Credits -08	SEMESTER / ANNUAL
SUBJECT TITLE : TEACHING AND EVALUATION TECHNIQUES			
<u>COURSE OBJECTIVES</u>			
This Course Exposes Students to Understand the Modern Trends and methods in which Teaching learning process are carried out and also acquaints them with the New Technique in Teaching and Evaluation .			
UNIT	COURSE CONTENT	Lectures	
I	Essentials of Teaching : Essentials of effective teaching, Objective of Teaching, Principles of teaching and learning, Role of a Teacher.	25	
II	Methods of Teaching : Characteristics, Methodology, Strengths and Limitation of following methods: (i) Lecture (ii) Case Study (iii) Role Playing (iv) Programmed instructions (v) Simulations (vi) Brain Storming (vii) On job training (Viii) Teaching through demonstration (ix) Field studies. SWOT Analysis of all these Methods.	25	
III	Tools and Techniques of Evaluation : Role of Evaluation in education – Evaluation Concept, Purpose and assumptions basis, Tools of evaluation, New Trends in Evaluation : Question bank, Grading system, Online exam, Open book exam, Credit system, Exam on demand (meaning & uses only), Continuous remedial evaluation procedure.	25	
IV	Innovative Learning and Attention : Independent study, Practical Learning, Guest Lectures, Seminars. Learning through Research : Seminar, Workshop, Conferences, Faculty and Student Exchange Programmes.	25	
V	Teachers Frame Programmes : Role of UGC and New amendments of Teaching and Learning, Introduction to Research Projects and Funding Agencies.	20	

- **Every weekend there will be compulsory class test / Seminar / Presentation / Discussions.**

Suggested Readings: - 1) Teaching of master level: C.D. Singh (2) Method in Social Research - Good & Mastering the teaching & technique (3) An introductory course in teaching for management development (I.L.O International Labour Organisations)

Additional Readings: - 1) H.S. Singha: Modern Educational Testing 2) Remmers & Gage : Educational Achievements 3) Remmers & Gage : Educational Measurement & Evaluation

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Subject: - RESEARCH METHODOLOGY

COURSE CODE: M.Phil- 602		NO. OF CREDITS: 08	Annual/Semester
COURSE TITLE: RESEARCH METHODOLOGY			
COURSE OBJECTIVES:- The major objective of this course is to make the students aware about the significance and need of research, its concept and meaning, research process and preparation of research project			
UNIT	COURSE CONTENT	PERIODS	
I	Research fundamentals - Meaning, objective and Motivation in research - Types of Research - Research Process- Relevance & Scope of Research in Functional areas - Practical and applications: identify the research problems with reference to rural development.	25	
II	Research design and sampling techniques - introduction meaning characteristics, advantages, importance of a Good Research design - types of research designs and various steps- Census Survey and sampling techniques - simple random sampling; Stratified sampling, cluster sampling, Quota sampling- Practical and applications: preparation of research and sample design.	25	
III	Data collection, processing and analysis- data types: primary and secondary data-methods of primary data collection: observation method, interview method, mailed questionnaire method- sources of secondary data- editing, coding, classification and tabulation of data, analysis and interpretation of data- practical and applications: Exercise on data collection and presentation.	25	
IV	Testing of Hypothesis - Definitions of Terms: Null and Alternative Hypothesis, Level of significance, Types of Errors – I and II, Size and Power of Test- steps involved in Testing of hypothesis. Types of Test: Parametric tests: t-test, z-test, ANOVA. Non Parametric tests: Chi-square test, Fisher Exact Probability test, Mann-Whitney Test, Wilcoxon Signed-Rank Test, Krushal-Wallis Test, the Friedman Test.	25	
V	Report writing – meaning and types of research report- Steps involved in Report Writing, Requisites of Good research Reports. Ethical issues in Research, Plagiarism, Referring styles.	20	

Reference Books:

1. Research Methodology – C. R. Kothari
 2. Research Methodology in Management – Dr. V. P. Micheal
 3. Research Methodology in Commerce – S. Mohan, R. Elangovan, Deep & Deep, New Delhi
 4. Research Methodology The Discipline & Its Dimensions – Jai Narain Sharma, Deep & Deep
 5. Research Methodology Methods, Tools & Techniques – Gopallal Jain, Mangal Deep Pub. Jaipur
 6. Methodology of Social Sciences Research – Dr. Raj Kumar – Book Enclave, Jaipur
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