

<b>PMR101</b>	<b>RESEARCH METHODOLOGY</b>						<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
	Total Contact Hours – 45						3	0	0	3	
	Prerequisite course – PG Commerce										
	Course Coordinator Name & Department: - Dr.J.Kannan -Commerce										
<b>COURSE OBJECTIVES:-</b>											
<ul style="list-style-type: none"> <li>To understand some basic concepts of research and its methodologies</li> <li>To identify the sources of data relating to research.</li> <li>To analyse the various sampling procedures and methods.</li> <li>To analyse and to organize the data in a more appropriate manner.</li> <li>To prepare a research report.</li> </ul>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Recall the basic fundamentals of research, qualities of researcher, research design, and steps in scientific research.										
CO2	Interpret the concept and purpose of research, types of research and research reports, components of research problem and good research report.										
CO3	Utilize the concept of primary and secondary data, questionnaire, survey and case study research, control observation.										
CO4	Appraise the data editing, coding, tabulation, sampling errors.										
CO5	Estimate the methods of sampling techniques, experiments ,hypothesis testing research										
CO6	Compose how to prepare research report structure and components.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PSO 3
2	CO1	H	H						H		
	CO2	M	M								
	CO3	L	L								
	CO4	H	H								
	CO5	M	M								
	CO6	L	L								
3	Category	Humanities & Social Studies (HS)		Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/ Seminar/ Internship(PR)		
							✓				
4	Approval	Academic Council Meeting									

## Unit – I **Concepts and Types of Research & Research Problem**

9

Meaning – Objectives – Motivation – Types – Approaches – Significance – Research Methods versus Methodology – Research and Scientific Method – Importance of Research – **Research Process** – Criteria of Good Research – Problem Encountered by Researchers.

Sources – Formulation – Criteria – Research Questions – Importance – Survey – Use of Library and Journals – Internet – Reprints of Research Articles Research Design – Meaning – Need – Features – Important Concepts – Different Research Designs – **Ex-Post Facto Research** – Explanatory Research – Exploratory Research.

## Unit - II **Sampling Techniques & Data Collection**

9

Census and Sample Survey – Implications of a Sample Design – Steps in Sampling Design – Criteria of Sampling – Characteristics of Good Sample Design – Randomisation – Simple Random – Stratified Random Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling – Convenience Sampling – Purposive Sampling – **Quota Sampling** – Advantages and Disadvantages of Sampling.

Primary and Secondary Data – Meaning – Importance - Characteristics – Quantitative and Qualitative Data – Interview – Questionnaire – Schedules – Survey – Experimentation.

## Unit – III **Hypothesis Testing**

9

Meaning – Importance – Sources – Types – Characteristics – Formulation – Generalization – Hypothesis Testing of Means – Hypothesis Testing for Differences between means - - **Hypothesis Testing for comparing Two Related Samples** – Hypothesis Testing of proportions - - Hypothesis Testing for Differences between Proportions - - Hypothesis Testing for Comparing Variance - - Hypothesis Testing for Correlations – Limitation of Hypothesis Testing.

## Unit – IV **Analysis of Data & Interpretation and Report Writing**

9

Measures of Central Tendency – Measures of Dispersion – Correlations – Chi – Square – Test Analysis of Variance – Regression – Multivariate Analysis – Sign Test – Wilcoxon's Signed Rank Test – Wald Wolfowitz's runs Test – Freedman Test – Mann Whitney U Test.

Meaning – Techniques – Precautions of Interpretation – Report writing – Structure of Report – Contents – **Steps in Drafting** – Layout – Types – Styles – Editing – Final Report – Evaluation.

## Unit – V **Computer Applications**

9

Computer and Computer Technology – Computer System – Important Characteristics – **The Primary Number System** – Computer Applications – Computers and Researchers – Tables – Graphs Languages.

## 6.Text Books

1. C. R. Kothari, Research Methodology, Margham Publications, 2016.
2. Senthil Kumar & Sasi Kumar – Project Methodology, International Publishing, 2016.
3. Robert K. Yin Case study research: Design and Methods, SAGE Publications 4th edition, 2014, volume 5 .

## 7.Reference Books

1. C.R. Kothari Research Methodology: Methods & Techniques – ND: Wiley Eastern Ltd. – 2011
2. R. Panneerselvam - Research Methodology - Prentice Hall of India, New Delhi, - 2010.
3. Ranjit Kumar – Research Methodology – 4th Edition – Sage Publication – 2014

		MARKETING MANAGEMENT						L	T	P	C
U18MCBC503	Total Contact Hours - 45							2	1	0	3
	Prerequisite course - PG Commerce										
	Course Coordinator Name & Department:-Dr.M.Manohar -Commerce										
<b>COURSE OBJECTIVES:-</b>											
<ul style="list-style-type: none"> <li>To familiarize the students with the marketing concepts and practices.</li> <li>To identify the factors influencing buyer behavior</li> <li>To develop an understanding of concept of segmentation and target market.</li> <li>To analyze the concept of 4p's - product, place, price, and promotion.</li> <li>To familiarize the students on the concept of sales management</li> </ul>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Remember the functions, role and importance of marketing.										
CO2	Recognize the Students would be able to analyze the concept of marketing concepts and practices.										
CO3	Operate the Students would be able to understand the buyer behavior and segmenting the Market										
CO4	Determine the various methods of sales forecasting.										
CO5	Validate the Students would be able to understand the Concept of 4 p's										
CO6	Set up Can able to investigate the techniques of sales management										
<b>Mapping of Course Outcomes with Program outcomes (POs)</b> (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PSO 3
2	CO1	H	H						H		
	CO2	M	M								
	CO3	L	L								
	CO4	H	H								
	CO5	M	M								
	CO6	L	L								
3	Category	Humanities & Social Studies (HS)		Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)		
							✓				
4	Approval	Academic Council Meeting									

## UNIT I: OVERVIEW OF MARKETING

9

Define Marketing – Scope of Marketing – Role of Marketing Management – Marketing Process – Functions of Product life cycle Marketing – Concepts of Marketing - Benefits –Marketing Mix-Core Marketing concept- selling

vs. Marketing..

## **UNIT II: MARKETING MIX AND SEGMENTATION      9**

Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies,, new product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods.

## **UNIT III: MARKETING COMMUNICATION MIX      9**

Integrated marketing communication process and Mix: Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

## **UNIT IV MARKETING CHANNEL      9**

Marketing channel system - Functions and flows; Channel design, Channel management- Tapping into global Market -Global Target market selection.

## **UNIT V MARKETING RESEARCH      9**

Importance-scope-types-merits and demerits of marketing research- Marketing Research process- Marketing research in India- Role of forecasting- Sales forecasting- Measures of Market demand through questionnaire.

### **6.Text Books**

1. Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.
2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002.
3. Marketing Management - Ramasamy&Namakumari - Macmilan India, 2002.

### **7. Reference Books**

- 1.Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
- 2.McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

		ADVANCED CONCEPTS IN COMMERCE						L	T	P	C
U18MCBC503	Total Contact Hours - 45						2	1	0	3	
	Prerequisite course - PG COMMERCE										
	Course Coordinator Name & Department:-Dr.G.ANANDHI -Commerce										
<b>COURSE OBJECTIVES:-</b>											
<ul style="list-style-type: none"> <li>To have a strong emphasis on developing analytical skills and offer a solid grounding and professional competence in all aspects of Commerce</li> </ul>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Recall Functions and Principles of Business Management										
CO2	Describe the Concepts of Marketing Management										
CO3	State Capital Costing and Capital Budgeting										
CO4	Review Role Of Government In Entrepreneurship Development										
CO5	Identify the Economic Environment Of Business In India										
CO6	Estimate Foreign Capital Investment In India										
<b>Mapping of Course Outcomes with Program outcomes (POs)</b> (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PSO 3
2	CO1	H	H						H		
	CO2	M	M								
	CO3	L	L								
	CO4	H	H								
	CO5	M	M								
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3	Category	Humanities & Social Studies (HS)		Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)		
							✓				
4	Approval	Academic Council Meeting									

### UNIT I - BUSINESS MANAGEMENT 9

Functions and Principles of Business Management- Planning-Organizing-Staffing-Controlling-Motivation and Interpersonal Behaviour-MBO

### UNIT II - MARKETING MANAGEMENT 9

Concepts of Marketing Management-Marketing Mix-Consumer Behaviour-Market Segmentation-Concepts of Advertisement Management-Mediums of Advertisement and Selection of Medium

### UNIT III - FINANCIAL MANAGEMENT 9

**UNIT IV – ENTREPRENEURSHIP            9**

Definition Of Entrepreneur And Origin-Principles Of Entrepreneurship-Innovation And Entrepreneurship-Role And Achievements- Nature And Characteristics Of Entrepreneurship Development Programme- Role Of Government In Entrepreneurship Development – Role Of Entrepreneur In Socio – Economic Growth

**UNIT V - BUSINESS ENVIRONMENT            9**

Economic Environment Of Business In India-Consumer Protection And Environmental Protection-Policy Environment-Liberalization-Privatization And Globalization-New Industrial Policy And Its Implementation-Foreign Exchange Management Act(FEMA)-Patent Law-Foreign Capital Investment In India-World Trade Organisation(WTO)-International Monetary Fund(IMF).

**6.Text Books**

1. BUSINESS MANAGEMENT AND COMMUNICATION, SBPD Publications; 1st edition (22 September 2015)
2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002.
3. Marketing Management - Ramasamy&Namakumari - Macmilan India, 2002.

**7. Reference Books**

- 1.Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
- 2.McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

<b>PBC152</b>	<b>HUMAN RESOURCE MANAGEMENT</b>						<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
	Total Contact Hours – 45						3	0	0	3	
	Prerequisite course – PG Management										
	Course Coordinator Name & Department: - Dr.A.Geetha/BBA										
<b>COURSE OBJECTIVES:-</b>											
<ul style="list-style-type: none"> <li>• • Students gained knowledge in the present day human resources development practice.</li> <li>• Facilitate and communicate the human resources component of the organization's business plan.</li> <li>• Students possess good organizational skills, should be able to coordinate all the individuals as a team and make them work together .</li> </ul>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Recall the functions, process and task of human resource management										
CO2	Determine the linkage between human resource strategies and corporate strategies.										
CO3	Operationalize recruitment and selection process.										
CO4	Evaluate the training needs, apply the right training method										
CO5	Appraise the employees by performance appraisal.										
CO6	Formulate Employee participation and Relations										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PSO 3
2	CO1	H	H						H		
	CO2	M	M								
	CO3	L	L								
	CO4	H	H								
	CO5	M	M								
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3	Category	Humanities & Social Studies (HS)		Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)		
							✓				
4	Approval	Academic Council Meeting									

## **UNIT-I: INTRODUCTION OF HUMAN RESOURCE MANAGEMENT**

Definition-importance Human resources- Objectives Human resources management-qualities of personnel managers- Evolution and Growth of personnel management in India. Human resources policies: need type and scope- Human resource planning: long and short term planning job analysis- skills inventory-job descriptions and job specification.

## **UNIT-II: RECRUITMENT AND SELECTION**

Purposes, type, process and evaluation technique-methods of Recruitment And Selection-Attracting And Acquiring Talent-Retention And Retraining-Reduction of Recruitment Costs- Functions of Human Resource Management - From Procurement To Separation-Placement, Induction ,transfer, promotions disciplinary actions, terminations of services-resignation dismissal, retrenchment and voluntary retirement schemes, exit interviews, prevention of employee turnover.

## **UNIT-III: PERFORMANCE EVALUATION**

Ranking, rating scales, critical incident method-MOB as a method of appraisal, job evolution, criteria for promotions and job enrichment-wages and salary administration-meaning, calculation of wages, salary, and perquisites-compensation packages-rewards and incentives-financial and non-financial incentives.

## **UNIT-IV: EMPLOYEE'S SAFETY AND HEALTH**

employee's safety and health-preventive approaches including health education, audit of safety programs and safety training-work-stress-causes and consequences-stress-management programs- personnel office management-functions of the office,correspondence,O&M in personnel department, maintenance of personnel records-importance of safety-role of safety department.

## **UNIT-V: TIME MANAGEMENT**

Introduction to time management-setting goals and priorities-importance of time factor-time-waste-prioritizing work scheduling-functions of the time office-flexible work arrangement

### **Text Books**

1. HRM, Allen Judy, Wiley Publications
2. HRM, Charles Bladen , Routledge Publications
3. Management of event operations (HRM), Julia Tum, Elsevier Publications

### **Reference Books**

1. HRM: An Asian Perspective by Glenn McCartney
2. Human Resource Planning-Dummies-Laura-Capell
3. HRM-Planning-Tips-Straight-Successful-eBooks/B00J2ICSOM.

PBC2P1	<b>PROJECT (DISSERTATION AND VIVA-VOCE)</b>					<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>		
	Total Contact Hours - 45					0	0	28	14		
	Prerequisite - PG										
	Course Coordinator Name & Department:-Dr.J.Anudevi / Commerce										
<b>COURSE OBJECTIVES:-</b>											
<ul style="list-style-type: none"> <li>To facilitate the students to understand the Business enterprises systematically and present their research report as per the acceptable format.</li> </ul>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Define the objectives and purpose of the project.										
CO2	Choose the Basic chapters of the project.										
CO3	Initiate the new Techniques in the project.										
CO4	Analyze the data of the research.										
CO5	Estimate the Alternatives of the project.										
CO6	Model the interpretations of the project.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M							H
	CO2	H	H	M							
	CO3	H	H	H							
	CO4	H	M								
	CO5	H	H	H							
	CO6	H	M	M							
3	Category	Humanities & Social	Basic Sciences (BS)	Engg Sciences	Professional Core (PC)	Core Elective (CE)	Non-Major Elective	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)	
										✓	
4	Approval	Academic Council Meeting									

### PROJECT (DISSERTATION AND VIVA-VOCE)

The project topics are to be finalized to the students at the end of the second semester with a time schedule to carry out various stages of work. During the semester vacation, the data collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce. Each candidate should submit three copies of dissertation as per the guidelines to the department concerned.

Marks

<b>Dissertation</b>	<b>150</b>
<b>Viva- Voce Examination</b>	<b>50</b>

**Course Coordinator**

**HOD**

<b>PBA101</b>	<b>ADVANCED CONCEPTS IN MANAGEMENT</b>						<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
	Total Contact Hours – 45						3	0	0	3	
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4	Approval	Academic Council Meeting									

## UNIT I - BUSINESS MANAGEMENT 9

Functions and Principles of Business Management- Planning-Organizing-Staffing-Controlling-Motivation and Interpersonal Behaviour-MBO

## UNIT II - MARKETING MANAGEMENT 9

Concepts of Marketing Management-Marketing Mix-Consumer Behaviour-Market Segmentation-Concepts of Advertisement Management-Mediums of Advertisement and Selection of Medium

### **UNIT III - FINANCIAL MANAGEMENT      9**

Capital Structure-Financial and Operating Leverages-Capital Costing and Capital Budgeting-Working Capital Management- Dividend Policy

### **UNIT IV – ENTREPRENEURSHIP      9**

Definition Of Entrepreneur And Origin-Principles Of Entrepreneurship-Innovation And Entrepreneurship-Role And Achievements- Nature And Characteristics Of Entrepreneurship Development Programme- Role Of Government In Entrepreneurship Development – Role Of Entrepreneur In Socio – Economic Growth

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