

**APPENDIX-7(R)**  
**UNIVERSITY OF MADRAS**  
M. Phil Degree Program in Commerce

- I. That in the regulations relating to the M. Phil. degree program in Commerce be modified to read as follows:-

The nomenclature of the Paper I – “Research Methodology” be renamed as “Business Research Methods”

- II. The above modification to take effect from the academic year 2018-2019 onwards i.e. for the batch of candidates admitted to course from the academic year 2018-2019 and thereafter.

**APPENDIX-7(S)**  
**UNIVERSITY OF MADRAS**  
M. Phil Degree Program in Commerce

**REVISED SYLLABUS**

**Paper I - Business Research**

**Methods**

**Learning Objectives:**

- 1.To familiarize the basic of research and research process
- 2.To familiarize the ethical issues in educational research
- 3.To identify the Research Problems stated in a study
4. To enable students to conduct research using SPSS/Excel

**UNIT I: Research** - meaning and purpose - essentials of scientific method - limitations in social and behavioural research - types of research: exploratory, pure, applied, analytical, descriptive, historical, experimental, survey, case study.

**UNIT II: Hypothesis** - meaning of hypothesis - types of hypothesis - sources of hypothesis - testing of hypothesis - errors in testing - sampling techniques: sampling theory - sampling error and data collection error - sample size - sampling methods and their application - testing the appropriateness of a sample - sample unit and sample size.

**UNIT III: Data collection** - primary and secondary data - observation - interview - questionnaire - telephone interviews - construction of interview schedule and questionnaire - scales - checklist, pre- test, pilot study - reliability testing and validating a questionnaire – attitude measurement - methods of scale construction - multidimensional scaling.

**UNIT IV: Sampling distribution** - testing of hypothesis - Z test, t test, F test - estimating parameter value - relational analysis - parametric and non-parametric - correlation and regression - association – Karl Pearson’s ‘r’ - Kendall’s tau and Spearman’ rho – Chi-square test - Analysis of differences among variances and attributes - parametric analysis of variance (F-test - one way and two way analysis of variance) - non-parametric analysis of variance - Friedman test - Kruskal - Wallis test - Mann Whitney test - Wilcoxin test - using computer

software - interpretation of findings - fallacies and pitfalls (theory and simple problems).  
Software Packages for data analysis – SPSS, etc

**UNIT V: Processing and analysis of data: checking** - editing - coding - transcription and tabulation – data processing through computers - report writing - target audience - types of reports - contents of a report - style and conventions in reporting - steps in drafting a report.

**(Theory 60 % and Problems**

**40 %)**

**Learning Outcomes:**

1. Demonstrate the ability to choose methods appropriate to research aims and objectives, understand research process, research design and sampling.
2. Use literature reviews using print and online databases for citations.
3. Have knowledge about Quantitative and Qualitative research.
4. Have awareness about data analysis and hypothesis testing procedure.

**Suggested readings**

1. Anderson J. Berry H.D. & Poole M., 'Thesis and Assignment Writing', Wiley Eastern Limited
2. Claus Moser & Graham Kalton, Survey Methods in Social Investigation, Gower Publishing Co
3. David Kaplan, The Sage Hand book of Quantitative Methodology, Sage Publications
4. Robert G. Murdick, Business Research: Concepts and Practice, International Text Book Company
5. Taylor, et al., Research Methodology: A Guide for Researchers in Management and Social Sciences, PHI Learning
6. Uma Sekaran, Research Methods for Managers: A Skill Building Approach, John Wiley and Sons
7. William C. Emory, Business Research Methods, R.D. Irwin Inc

**Online resources**

- a. [www.us.sagepub.com/en-us/nam/sage-research-methods](http://www.us.sagepub.com/en-us/nam/sage-research-methods)
- b. [www.sheffield.ac.uk/scharr/prospective\\_students/masters](http://www.sheffield.ac.uk/scharr/prospective_students/masters)
- c. [www.edutechwiki.unige.ch/en/Research\\_methodology\\_resources](http://www.edutechwiki.unige.ch/en/Research_methodology_resources)

**PAPER II - ADVANCED FINANCIAL  
MANAGEMENT**

**Learning Objectives:**

1. The basic objective of the course is to equip the students with the understanding of finance in decision-making.
2. To develop a broad understanding of projects and investments.  
Consideration of the effect of global influences on the financial decision making process.
3. To apply the financial theory to solve the problems in the real world.

**UNIT I: Financial management environment** - corporate objectives vs. financial goals and functions - reconciliation of financial goals and social objectives - an outline of financial system in India – influence of corporate organisation and taxes on financial management - regulations of SEBI regarding capital issues and stock exchanges.

**UNIT II: Firm's investment decisions** - practical application of capital budgeting - modern analytical tools and project appraisal and evaluation methods - risk analysis in investment appraisal (theory and problems) – Cost of capital

**UNIT III: Financing decisions and capital structure** - characteristics of financing methods - analysis of internal and external financing methods - lease financing - determinants of capital structure - regulations relevant to long term financing - managing investments (theory and problems) – dividend policy - behavioural models of dividend policy - clientele effects - relationship between dividends and values (theory and problems)

**UNIT IV: Capital asset pricing** - Sharpe's (CAPM - security analysis and portfolio selection – Markowitz portfolio theory (theory only) - Financial management and market efficiency - random walk theory - Harry Roberts classification of market efficiency - capital markets in India - role of SEBI – investor protection (theory only). Merger and Acquisitions (M&A) – forms – motives-evaluating M&A – considerations in M&A negotiations – Implications of Leveraged buy-outs

**UNIT V: International Financial Management** – working of foreign exchange market – relationship between Interest rates, inflation rates and exchange rates – Techniques of hedging foreign exchange risk – International capital budgeting – methods of financing International operations

**Learning Outcomes:**

- 1.To observe and interpret financial markets to uncover potential opportunities
- 2.To apply best practices in financial management to take financial decision in an organization
- 3.Appraise the risk profile of firms
- 4.Apply financial management concepts and tools to the financing decisions and dividend decisions faced by a firm.
- 5.Ability to assess and analyze the financial environment in the local and international market.

**Suggested Readings**

1. Babatosh Banerjee, Financial Policy and Management Accounting, the World Press, 1999
2. Brealey & Myers, Principles of Corporate Finance, McGraw Hill, 2002
3. Damodaran, Corporate Finance – Theory and Practice, John Wiley & Sons, Singapore, 2004
4. Gurusamy, s, Security Analysis and Portfolio Management, Vijay Nicole Imprints Ltd, 2017
5. Murthy, Financial Management, Margam Publications, 2016
6. Pandey, Financial Management, Vikas, 2017
7. Schall & Haley, Financial Management, McGraw Hill, 2010
8. Stephen Archer, Financial Management, John Wiley, 2001
9. Weston & Brigham, Managerial Finance, Holt Rinehart, 2005

**Online resources**

1. [www.moneycontrol.com](http://www.moneycontrol.com)
2. [www.investopedia.com](http://www.investopedia.com)
3. [www.icaew.com](http://www.icaew.com)

**INTERNAL PAPER SERVICES MARKETING**

**Learning Objectives:**

- 1.To understand the concepts of services marketing.
- 2.To learn about the tools used by marketing managers in decision making.
- 3.To develop students understanding on strategies and approaches to face challenges in services producing organizations.
- 4.To enrich students' knowledge about abilities to identify crucial issues, make decisions and plan implementation.

**UNIT - I**

MARKETING OF SERVICES - Introduction - Growth of the Service Sector -The Concept of Service - Characteristics of Services-Classification of Services - Designing the Service-Blueprinting, Using Technology. Developing Human Resources, Building Service Aspirations.

**UNIT — II**

MARKETING MIX IN SERVICES MARKETING - THE SEVEN Ps - Product Decisions Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in *Ser:vices* Marketing - People Physical

Evidence and Process.

### UNIT - III

STRATEGIC MARKETING MANAGEMENT FOR SERVICES - Matching Demand and Supply through capacity Planning and Segmentation - Internal Marketing of the Service - External versus Internal Orientation of Service Strategy.

### UNIT — IV

DELIVERING QUALITY SERVICES - Causes of Service-Quality Gaps; The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap - Gaps in Service - Quality Standards, Factors and Solutions - The

### UNIT-V

#### (o) financial Services

- (b) Health Services
- (c) hospitality Services Including Travel, hotels and Tourism.
- (d) f'rofcssional Services
- (e) Public Utility Services
- (l) Communication Services
- (g) Educational Services

#### **Learning Outcomes:**

Demonstrate an extended understanding of the similarities and differences in service based and physical product based marketing strategies.

Explain the unique challenges of service marketing, including the elements of product, price, promotion, process, physical evidence and people.

Design service quality measurement to build customer loyalty an devaluate the effectiveness and efficiency of customer services offering.

#### REFERENCES

1. Valerie Zenithal & M q' Jo Bitner: SERVICES MARKETING
2. Christopher H. Lovelock: SERVICES MARKETING: PEOPLE  
**TECHNOLOGY STRATEGY**
3. Zcvthaml, Parasuraman & Berry: DELIVERING QUALITY SERVICE
4. Audtey Gilmore: Services marketing and Management. Response Books
5. **Ron Zemke & Dick Schaaf: THE SERVICE EDGE.**



