

SCHOOL OF COMMERCE
Devi Ahilya Vishwavidyalaya, Indore

M.Phil (Commerce)

Syllabus I Semester

S.No.	Subject	Code
01	Research Methodology	MPH-101
02	Quantitative Techniques	MPH-102
03	Computer Application	MPH-103
04	Global Business Environment	MPH-104
05	Entrepreneurship	MPH-105
06	Review of related Literature	MPH-106
07	Comprehensive Viva-Voce	CVV-1

M.Phil. (Commerce)
I SEMESTER
RESEARCH METHODOLOGY

Code- MPH-101

Objectives :

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out commercial research using scientific methods and prepare research reports(s)/paper(s).

UNIT I

Introduction to Research Methods : Role and objectives of business research, types of research and various research design (exploratory, descriptive, experimental and diagnostic research), research process “ Overview, problems encountered by researcher. Experimental research design will comprise of completely randomized design, Latin Square Design and Factorial Design.

UNIT II

Data and their Collection : Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.

UNIT III

Sampling – Sampling methods, sampling plans, sampling error& sampling distributions , Census Vs Sample enumerations, objectives and principles of sampling, types of sampling, Sampling and Non-sampling Errors.

UNIT IV

Hypothesis and Hypothesis testing parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, t-test, z-test, U test, Kruskal-Wallis test.

UNIT V

Interpretations and Report writing: Meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.

Suggested Reading Books:-

1. William G. Zikmund, “Business Research Methods.” Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, “Business Research Methods.” Boston, Irwin.
3. Fred N Kerlinger, “Foundations of Behavioural Research”. New Delhi: Surjeet Publications.
4. Research Methodology, C.R. Kothari, New age international Publishers.

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I SEMESTER
QUANTITATIVE TECHNIQUES

Code- MPH-102

Objectives : The objectives of the course are to impart the knowledge to the students about quantitative tools & techniques for commercial research.

UNIT I

Basic concepts of bivariate analysis and multivariate analysis techniques, Growth, Characteristics, Classification of multivariate techniques. Application of bivariate and multivariate analysis techniques in business research.

UNIT II

Analysis tools :- Chi- square test, correlation and simple regression.

UNIT III

Analysis of Variance :- One way ANOVA, Two way ANOVA and its application in business research.

UNIT IV

Classification and discrimination – Discriminant analysis and cluster analysis.

UNIT V

Method of Data Reduction – Principal component and Factor Analysis, Construction of Composite Indices.

Suggested Reading Books:-

1. Business Research Methods, William G. Zikmund,
2. Research Methodology, Dr. Prasant Sarangi, Taxmann's
3. Business Research Methods, SN Murthy, U. Bhojanna, Excel books.
4. Business Research Methods, Donald R Cooper, Pamela S Schindler,

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I SEMESTER
COMPUTER APPLICATION

Code- MPH-103

Objective :

The candidates should gain sufficient practical knowledge for use of computer and computer software for use in research work.

UNIT I

Introduction to Computer : Definition, Characteristics, functions and applications of a Computer, Components of a Computer: Hardware and Software, Block diagram of a computer: Input devices, Output devices, CPU, Memory. Classification of a computer.

UNIT II

Computer Networking: Introduction, Essential of Networks, Types of Networks, Network topologies, Types of communication, Types of transmission media, Types of connectivity devices, Internet technologies, access devices, WWW, Multimedia.

UNIT III

MS-Power point – create power point presentation on a topic related to the theme of thesis and use of different presentation techniques.

UNIT IV

Spread Sheet: Introduction and working with MS-Excel in MS-Office, formatting, functions, chart features, working with graphics in Excel; using worksheets as database in accounting, marketing, finance and personal affairs.

UNIT V

Use of SPSS – Method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.

Suggested Reading Books:-

1. Introduction to Computer, Alexis Leon.
2. Introduction to Information Technology, Alexis Leon.
3. Introduction to Computer, Peter Norton's Galgotia Publications.
4. Marketing Research using SPSS- Dr. Rajendra N.

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I SEMESTER
GLOBAL BUSINESS ENVIRONMENT

Code-MPH-104

Objectives :

The objectives of this course are to familiarize the students with the dynamic changes in and out environment, so that students can be facilitated with the multidimensional knowledge in global business environment to cope up the changes occurred .

UNIT I

Business Environment – Meaning, Concept, Significance and nature. Elements of business environment- Internal and External. Economic, Geographic, Socio-cultural, Legal, Political and Technological environment. Business ethics, Social responsibility of business, Social audit.

UNIT II

Economic environment of business, elements of economic environment, economic system, economic planning in India, economic reforms – privatization, Liberalization, Globalization and its impact on Indian economy.

UNIT III

Govt. Economic Policies –Monetary Policy, Fiscal Policy, inflation and economic growth, EXIM Policy & Balance of payment, SEBI, Industrial and Licensing policy.

UNIT IV

Political and legal environment of business – Competition policy and law, Foreign exchange management Act.(FEMA), Consumer protection Act, World trade organization (WTO).

UNIT V

Globalization of world economy: meaning and dimensions, features of current globalization, pros and cons of globalization, globalization of Indian business, Multinational Corporations. FDI in India.

Suggested Reading Books :-

1. Business Environment Francis Cherunilam –
(Himalaya Publishing house, Mumbai)
2. Indian Economy Ruddar Dutt and K.P.M. Sundaram –
(Himalaya Publishing house, Mumbai)
3. Business Environment – Saleem Shaikh (Pearson Education)
4. Economic Environment of Business- (Himalaya Publication)

M.Phil. (Commerce)
I SEMESTER
ENTREPRENEURSHIP

Code-MPH-105

Objectives :

The objectives of the course are to provide the in depth knowledge spectrum to drive the business successfully and to enhance the risk taking capabilities.

UNIT I

Introduction to Entrepreneur : - Evolution of concept of Entrepreneur, Distinction between Entrepreneur and Manager, Common Myths about Entrepreneur, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Functions of Entrepreneur, Entrepreneurship – Concept, Social context, Psychological factors in entrepreneurship, Characteristics, pre-requisites of entrepreneurship, environmental factors affecting entrepreneurship. Growth of entrepreneurship in India.

UNIT II

Women & Rural Entrepreneurship – Concept, Functions, Growth and problems of women entrepreneurs, development of women entrepreneurship- Recent trends. Meaning, need, problems of rural Entrepreneurship. NGOs and Development of Rural Entrepreneurship.

UNIT III

Ownership Structure – Sole proprietorship, Partnership, Company, Co-operative, Selection of an appropriate form.

Growth strategies and Sickness in small business – Objectives, Stages and Types of growth strategy, expansion, diversification, joint venture, merger, sub – contracting. Concept, symptoms, magnitude, causes and consequences, corrective majors of industrial sickness.

UNIT IV

Entrepreneurship development programmes (EDPs) and Project – Need, Objectives, Curriculum, Phases, Evaluation for EDPs, Meaning, Identification and selection of project. Meaning, Significance, Contents and Formulation of Project Report, Concept and method of Project appraisal.

UNIT V

Case Studies – This unit will discuss the methods of case handling and relevant cases.

Suggested Reading Books:-

1. Business Management & Entrepreneurship - G.S. Sudha, Ramesh Book Depo
2. Entrepreneurship & Small Business Management – M.B. Shukla, Mishra Trading co.
3. Entrepreneurship – Bruce R. Barringer, R. Duane Ireland, Pearson India.
4. Entrepreneurial Development – S.S. Khanka , S. Chand Publication New Delhi.
5. Entrepreneurship – A. Sahay, A . Nirjar, Excel Book, New Delhi

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II Semester

S.No.	Subject	Code
01	Seminar	MPH-201
02	Term Paper/Assignment	MPH-202
03	Mid term dissertation/Project presentation	MPH-203
04	Comprehensive Viva-Voce	CVV-2

MPH-201 – Seminar

Student will have to present a seminar on current and relevant economic issue and submit a hard copy of the same. This Seminar will be evaluated by the Board of Examiners, and the student will be required to make presentation through MS-Power Point Presentation.

MPH-202 - Term Paper

Student will have to write a term paper under the guidance of a faculty member, on the allotted subject/ topic. It should cover basic concept of the research and issues of investigation.

This term paper will be evaluated by the Board of Examiners at the end of Semester. The student will be required to make presentation through MS-Power Point Presentation.

MPH-203 – Mid Term Dissertation/Project Presentation

The dissertation shall comprise of individual and original research by a student under the guidance of a faculty member on a topic which shall preferably relate to an area of his/her interest.

The dissertation shall carry a weight of twenty credits and shall be awarded grades A/B/C/D/F. Prior to submission of final report, the students have to prepare their Synopsis with due consultation of their respective guides. Topic or guide once finalized will not be changed. Only those students would be allowed to submit their final dissertation who maintain regularity in their attendance and remain in constant touch with their respective guides. The students have to strictly follow the following pattern of their Synopsis and Dissertation submission.

Format of Synopsis

1. Title
2. Introduction
3. Review of literature
4. Objectives
5. Methodology

Format of Thesis

1. Title
2. Introduction
3. Review of Literature
4. Objectives
5. Methodology
6. Analysis of data/text
7. Findings suggestions and implication of study.
8. Bibliography

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Syllabus III Semester

S.No.	Subject	Code
01	Final Dissertation/Project Presentation	MPH-301
02	Comprehensive Viva-Voce	CVV-3

