SANT GADGE BABA AMRAVATI UNIVERSITY GAZETTE

Official Publication of Sant Gadge Baba Amravati University

PART- TWO

Thursday, the 13th February, 2020

NOTIFICATION

No. 23/2020 Date : 13/2/ 2020

Subject : Implementation of Syllabi of M.Phil. course (One Year Full Time Degree Course) as per Semester and Credit Grade System in the Faculty of Commerce & Management from the session 2019-2020 and Onwards.

It is notified for general information of all concerned that, the authorities of the University have accepted & approved Semester Credit Grade System syllabi of M.Phil Semester-I to Semester ï II mentioned in column No.2 and which is to be implemented from the session 2019-2020 and onwards, with appendix-A as shown in column No.3 of the following table.

It is further notified that, the eligibility criteria and other details alongwith the scheme of examinations shall be provided by Direction No. 22/2019 and 53/2019.

TABLE

Sr.No.	Course / Subjects	Appendices of the New Syllabi
1	2	3.
	M.Phil. Semester – I & II	
1.	M.Phil (Commerce)	The Syllabi prescribed for the subject M.Phil. (Commerce) which is appended herewith as **Appendix-A**

Sd/-
(T.R.Deshmukh)
Registrar
Sant Gadge Baba Amravati University

Appendix-A

Syllabi of M. Phil. (Commerce)
SEMESTER-I
PAPER-I
RESEARCH METHODOLOGY

Theory: 80 Marks
Internal: 20 Marks

Objectives:-

To equip the students with basic understanding of the research methodology and to provide an insight into the application of modern analytical, statistical tools and techniques for the purpose of research in Commerce and Management.

Course Outcomes

1. Understand what is exactly the research, it's process and nature.
2. Construct the hypothesis and prove it.
3. Understand the parametric and non parametric test and can do statistical calculations.
4. Check the validity and reliability of tests.
5. Understand the plagiarism.
6. Draw proper conclusions.
7. Suggest the recommendations for future research.
8. Write the report by scientific way.

Unit 1:	**1.1**	**Introduction of Research:** Meaning Characteristics, Objectives and Types of research, Importance, Nature and Scope of Research Methodology, Relevance of Research.
	1.2	**Selection and Formulation of Research Problem**: Importance and Sources, Steps in Formulating Research Problem.
	1.3	**Variable**s: Types and Variable Analysis
	1.4	Review of Relevant Literature, Ethics in Research.
Unit 2:	**2.1**	**Hypothesis**: Features, Types, Need, Sources, Difficulties, Formulation of Hypothesis, Process of Setting of Hypothesis, Hypothesis Testing Procedure: Parametric and Non Parametric Tests.
	2.2	**Research Design:** Objectives, Features**,** Need and Components of Research Design, Exploratory Research, Descriptive and Experimental Research Design.
	2.3	**Sampling Design**: Aims, Census, Pilot Survey, Sample Survey, Characteristics of Good Sample, Sample Size, Sampling Methods Procedure, Sample Error and Problems in Sampling, Investigation of Sampling.
Unit 3:	**3.1**	**Measurement:** Concept, Level and Component of Measurement, Techniques of Developing Measurement Tools, Source of Error in Measurement, Test of Sound Measurement.
	3.2	**Scaling:** Meaning, Basis Rating and Ranking Techniques, Approaches of Scale Construction, Importance of Scaling Techniques, Commutative Scales and Factors Scales, Semantic Differential Scales, Likert Scale
	3.3.	Data Representation through Graph, Chart, Diagram, Map, Photographs.
Unit 4:	**4.1**	**Data Collection** : Types, Importance, Data Sources: Primary Data and Secondary Data, Collection of Primary Data through Observation, Questionnaire, Schedule, Questionnaire by using Web, Interview, Field Visit, Case Study Method. Collection of Secondary Data: Significance, Sources, Characteristics, Evaluation of Secondary Data, Data Editing, Difficulties in Data Collection.
	4.2	**Processing & Presentation of Data:** Coding, Classification and Tabulation of Data, Measurement of Qualitative Data, Conversion of Qualitative Data into Quantitative Data. Coding in Research, Use of Computer in Research, Computer base Statistical Packages: SPSS and Excel.
	4.3	**Interpretation of Data:** Forms of Interpretation, Precautions in Interpretation, Conclusions and Generalization, Sources of Error in Interpretation.
Unit 5:	**5.1**	**Presentation of Findings:** Report Writing: Functions and Types of Research Report, Steps in Drafting Report. Report Writing: Language, Coherence, Qualities of Optimally Viable Research Report.
	5.2	Research Report Format, Principles of Writing, Documentation, Writing and Typing the Report, Limitations of Research Report Indexing of References, Tables and Annexure, Citation, References, Bibliography and Webliography.
	5.3	**Plagiarism in Research:** Meaning, Types of Plagiarism, How to Protect from Plagiarism. UGC Rules Regarding Plagiarism.

Reference books:

1. Research Methodology and Statistical Tools: Krishna Swamy and Abdul Ready Himalaya publishing house New Delhi
2. Research Methodology: Ranjit Kumar; Person Education Private Limited Singapore
3. Research Methodology Data Presentation: Dr.Y.K.Singh Dr. R.B. Vajpayee Publishing Corporation New Delhi
4. Research Methodology Methods And Techniques : C.R. Kothari ;Vishva Publication
5. Research Methodology: K. N. Krishnaswamy, Appa Iyer Sivakumar and M. Kathirajan,
6. Management Research Methodology: New Delhi : Pearson, P. Panneerselvam, , New Delhi
7. Social Research Methodology: David Dooley,N.J.: Prentice Hall
8. Theory and Practice in Social Research: Hans Raj, New Delhi
9. Research Methodology in Commerce and Management, K.V.Rao, New Delhi
10. Scientific Methods and Social Research: B.N.Ghosh, New Delhi: Sterling
11. Introduction to the Methods of Social Sciences, Johari Bayle (Ed). New Delhi
12. Better Sampling Concepts, Techniques and Evaluation, Y.P.Aggarwal, New Delhi
13. Research Methodology : Saravanavel, , New Delhi: Kitab Mahal
14. Methodology of Research in Social Sciences: O.R. Krishnaswami and M. Ranganatham, New Delhi: Himalaya.
15. Research Methodology: Dr.G.G. Gondane, Chandralok Prakashan, Kanpur
16. Research Methodology: R.Cauvery, U.K. Sudha Nayak,M.Girija And R.Meenakshi, S Chand & Company LTD., New Delhi
17. Research Methodology: N.Thanulinggom, Himalaya Publishing House, New Delhi
18. Discovering statistics Using SPSS for Window: And Field; SAGE Publication, New Delhi.

19. SPSS for Dummies: Arthur Griffith, Wiley Inla Pvt.Ltd, New Delhi.
20. अनुसंधान संद□शक्का सम□□यय कायाव्य□ध एवं □व्य□ध: □ो. एस.पी.गु□ता; शारदा पु□तक भवन,इलाहबाद.
21. शोध □णाल□एवं सां□ि यकाय तकनीक□ □याम गोपाल शमा□र□व के.जैन एवं गो□व्ंद पा□रख, रमेश बुक डेपो, जयपुर.
22. सामाजिक अनुसंधान प□ □तयाँ: डॉ. धमवीर महाजन एवं डॉ. कमलेश महाजन, □विवेक □काशन, नई □द□ल□
२३. शा□□ीय संशोधन प□ ती: डॉ. बी.एम क हाडे, पिंपळापुरे पब्लिकेशन, नागपुर
24. सामाजिक शा□□ांची संशोधन □णाल□ डॉ. □विजय एल. जरारे, अद्वैत □काशन, अकोला
25. संशोधन प□ ती: डॉ. महे□□ पा□टल, अथवा□प□लक्रेशन , धुळे
26. सामाजिक संशोधन प□ ती: डॉ. सुधीर बोधनकर, □विवेक अलोणी, ॲडव्होकेट मृणाल कुलकर्ण □

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SEMESTER-I
PAPER-II
RECENT TRENDS IN COMMERCE AND MANAGEMENT

Theory:- 80Marks
Internal:-20Marks

Objectives:
1. To understand recent trends in commerce, management, economics and accounts.
2. To expose themselves and to interact with the real life situation and in the process to assist the society.
3. To Imparting knowledge in the field of Commerce and Industry.
4. To developing skills in commercial operations.

Outcomes:
1. Education of commerce and management will enhance students empowerment Skills.
2. Understand the contemporary trends in commerce, management, economics and Accounts.
3. Students will be able to update their knowledge on the emerging trends in HRM & Marketing.
4. Students can interact in the society with recent updates in e- commerce and management.

Unit-I 1.1 **Commerce Education**:- Objectives of Commerce Education, Policies of Commerce Education in Five Year Plan,

1.2 Education Commissionôs recommendations for Commerce Education Since 1986.

1.3 RUSA and Commerce Education; Social, Professional Values and Ethics in Commerce Education.

1.4. Problems in Commerce Education: Practicability, Application of Knowledge, Placement and Career opportunities, On line Education: MOOC, SWAYAM and NPTEL

Unit-II 2.1 **Emerging Trends In Commerce**: Global Practices in Business, Roll of International Manager, Enhancement of Mobility Tools and Skill Development Tools. Orientation of Advanced Version of Commercial Sector Changing Business Models, Disinvestment Policy of Government, E-governance, GST.

2.2 **Emerging Trends in Management:** Total Quality Management, Risk Management, Crisis Management, Work culture- Flex time, Change Management, Artificial Intelligence,
Work life Balance, Team Brand Ambassadors.

2.3 **Human Resource Management:** Impact of Knowledge Management, Impact of Talent Management, Impact of Image Management, Impact of Organizational Efficiency.

Unit-III 3.1 **Emerging Trends in Accounting:-** Emerging Trends in Accounting and Book-Keeping, Cloud-based Accounting, Automation of Accounting Function, Outsourcing Accounting, Integration of Accounting with Operation, Pro Active Accounting, Green Accounting and Auditing, Forensic Accounting, Changes in Accounting Standards, ñMobileò Accountants .

3.2 **Emerging Marketing Trends:** Integrated Marketing Communications, Video Marketing, Green Marketing, Impact of Tele-Marketing Marketing Analysis, Consumerism in Digital Area and Branding in Cyber Space.

3.3 **Banking Finance:** Financial Analysis of Banking and Investments, Digital Banking, Capital Marketing, Stock Broking, NPAôs effects, Effects of Bank Merging Policy on Economy.

Unit-IV 4.1 **Emerging Trends in Economics:** Impact of Demonetization on Indian Economy, Problems of GDP, Slow Economic Growth, Effects of Economic Trade War on Indian Economy, Impact of Infrastructural Development on Indian Economy, Commercial Competencies to Increase Employment Opportunities.

4.2 **Emerging Trends in Service Sector:** Emerging Trends in Service Sector before and after Globalization, Service Sector and its Contribution to GDP,
4.3 Service Triangle, Marketing Mix for Service Sector
4.4 Recent Transformation in Service Marketing, Digital Retailing & Services

Unit -V 5.1 **Recent Trends in Cost and Quality Control**, Quality Circle, Six Sigma. Productivity-Importance, Measurement & Role in Economy, Quality Circle Forum of India
5.2 **Consumer Movement** ï Trends in Consumer Protection, Corporate social responsibility ï Corporate Citizenship, Customer- focused Recent Developments in Organization.

Reference Books:

1. Essential of Education Technology: S.K. Mangal and Uma Mangal, PHI Learning Pvt. Ltd. New Delhi
2. Education Technology: Dr. J.S. Walia
3. Indian Economy for Civil Services Examination: Ramesh Singh, Mcgraw Hill Education Pvt. Ltd.
4. Human Resource Management ,: Dr. Shikha Kapoor, Taxmannõs, New Delhi
5. Six Sigma: Deepali Desai , Himalaya Publishing House, New Delhi
6. E-Commerce concepts Methods Strategies: C.S.V. Murthy, Himalaya Publishing House New Delhi
7. Human Resource Development; Ramkumar Balyan, Suman Balyan, Himalaya publishing house.
8. Encyclopedia of Skill Development: M.K. Gupta, Satyam Publisher and Distributers, Jaipur Vol.- I & II
9. Business Ethics: Dr. A. K. Gavai Himalaya Publishing House, New Delhi
10. Insurance and Risk Management : P.K. Gupta Himalaya Publishing House, New Delhi
11. Financial Markets and financial Services. :Vasant Desai, Desai Himalaya Publishing House, New Delhi.
12. Indian Economy: Ruddar Datt & K.p. Sundharam, S. Chand & Co. New Delhi
13. Bhartiya Arthwivshta Mishra and Puri Himalaya publishing ,House New Delhi (Hindi Medium)
14. Vittiya Sansthye tatha Bazar: Shashi. K. Gupta;Nisha Agrawal; and Rajneesh Jain ,Kalyani Publishers New Delhi (Hindi Medium)

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Semester-I
Paper-III
Applications of Information and Communication Technology (I.C.T.) in the Relevant Field

Duration : 3 Hrs. Theory : 80
Internal Asses. : 20

Course Objectives :

1. To understand basic functioning of Introduction Communication Technology.
2. To understand the tools of Information and Communication Technology.
3. To understand basic concepts of Networks and Network Security.

Course Outcomes :

At the end of course, students will be able to :

1. Identify various components of a computer system.
2. Describe the main functions of a operating system (OS) and explain the history leading to their current form
3. Create, edit, save, format and print documents to include documents with lists and tables and with other applications related to processing.
4. Create and format spreadsheets and presentation tools with adding multimedia and other operations related to it.
5. Use various web tools including Web Browsers, E-mail clients, search utilities and also understand its security related features

Syllabus

Unit I : Computer and its Components : 16 Marks

Introduction, Hardware and Software, Computers Characteristics, Generations of Computers, Types of Computers: Supercomputers, Mainframes, Personal computers, Note book computers, Categories of Computers, Applications of Computers, Input -- Process ï Output (IPO) Computer Ports & Cables, Number System.

Unit II : Operating System: Introductions : 16 Marks

Definition of Operating Systems, Operating System Functions, Operating System Concerns, Operating System Types, Algorithm, Flowchart, Installing Windows, Basic Operations in Windows, Interface, Introduction to Windows File System, Storing and Managing Data, Windows User Accounts, System Settings, Adjusting the Computers Settings, Introduction to Hadoop.

Unit III : Work Processing Software : **16 Marks**

Introduction to MS Office, Word Processing with MS-Word: basic operations- Editing , Proofing , and Formatting text, paragraphs and pages, working with tables and images, Mail merge, working with charts, Equations, and Symbols.

Unit IV : MS Excel & Presentation Software : **16 Marks**

Introduction to MS Excel and its User Interface, Working with workbooks & work sheets, Data Entry techniques, Table, Setting, Print related operations, Performing Calculations on Data: Working with Excel Formulas, Functions and Charts, Sorting / Filtering data. MS PowerPoint : Presentation Basics, Adding more components to the slides, Formatting Presentations, backgrounds and layout , Applying Themes, Using slide Master, Working with Multimedia, Printing slides and Delivering Presentations. Introduction to R tool.

Unit V : Introduction to Network & Network Security.: **16 Marks**

The Internet : An introduction, Meaning and benefits of the Internet, The history of the Internet, Differences between Internet and World Wide Web, Connecting to the Internet, Web Browsers, User Interfaces of Web Browsers, Browser Customization, Search Engines, E-mails. Network Security: Introduction, Basic Terminology, Attacks, Cyber Crimes.

The Norms Relating to Internal Assessment in each Paper shall be as under :-

1) Home Assignment - 05 Marks
2) Seminar - 05 Marks
3) Group Discussion - 05 Marks
4) Library Work - 05 Marks

References Books :

1. Leon. A &Leon.M. "Fundamentals of Information Technology: Second Edition", Vikas Publishing
2. Williams Sawyer, "Using Information Technology: A Practical Introduction to Computer & Communications" 6th International Edition, McGraw Hill.

Online Links :

1. ebooks. Ipude in / library and info sciences / BLIS/year 1/DLIS108 INFORMATION AND COMMUNICATION, TECHNOLOGY APPLICATIONS. pdf
2. https://www itu.int/en/ITU-D / ICT – Applications/Pages/default. aspx

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Paper-IV
Semester-I
Review of Literature and /or Field work

Review of Literature and/ or Field work -80 Marks
Internal Assessment ï 20 Marks

The students shall undertake the Review of Literature and /or Field work as prescribed by the RAC under the guidance of supervisor. The supervisor shall evaluate the same and submit the marks/ credit to the University through research centre.

The norms relating to internal assessment in each paper shall be as under :-

1) Home assignment - 5 Marks
2) Seminar - 5 Marks
3) Group discussion - - 5 Marks
4) Library Work - 5 Marks

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Semester – II
Dissertation

S.N.	Name of Paper	Credits	Examination Scheme			Min.Passing Marks
			Dissertation	Internal Assessment	Total Marks	
1	Dissertation	24	400	--	400	200

The distribution of marks as per different assessment parameters shall be as under :-

1) Seminar on Review of Literature - 50
2) Synopsis of Dissertation 25
3) Representation & predefence of - draft Dissertation 75
4) Evaluation of Dissertation 100
5) Viva-Voce 50
6) Application of ICT 100

Securing at least 50% marks in each assessment parameter shall be mandatory.

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