

॥ सा विद्या या विमुक्तये ॥



# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED**

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

## ACADEMIC (1-BOARD OF STUDIES) SECTION

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प्रस्तुत विद्यापीठाच्या वाणिज्य व्यवस्थापन शास्त्र संकुलात चालणारा वाणिज्य व व्यवस्थापन विद्याशाखेतील पदव्युत्तर स्तरावरील (एम.फील.) विषयाचा **CBCS Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०२०-२१ पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १२/४७-२०२० च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या वाणिज्य व व्यवस्थापन शास्त्र संकुलात चालणारा वाणिज्य व व्यवस्थापन विद्याशाखेतील (एम.फील.) अभ्यास पदव्युत्तर स्तरावरील खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्यात येत आहेत.

#### 1) M. Phil (Commerce)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदव्युत्तर-सीबीसीएस  
अभ्यासक्रम/२०२०-२१/७४२  
दिनांक : ११.०९.२०२०.



स्वाक्षरित / -  
**उपकुलसचिव**  
शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) मा. संचालक, वाणिज्य व व्यवस्थापन शास्त्र संकुल, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, उपकेंद्र लातूर प्रस्तुत विद्यापीठ.
- ५) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ६) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ७) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.



**SWAMI RAMANAD TEERTH  
MARATHWADA UNIVERSITY, NANDED**

**Syllabus for the  
M. Phil. in the Subject of Commerce**

**School of Commerce & Management  
Sciences  
SWAMI RAMANAD TEERTH MARATHWADA UNIVERSITY,  
NANDED**

**For the Academic Year 2020-21**

## Programme Details.

- a) Name of the Course : M. Phil in Commerce
- b) Intake : 10
- c) Total Marks : 625
- d) Total Credits : 25
- e) Nature of Course : Full Time
- f) Duration : 02Years
- g) Eligibility : M.Com/M.Com (E-Com) With 55%
- h) Admission : Through CET of SRTM University, Nanded.
- i) Fees Structures. : As per University Rules,
- j) Medium of Instructions. : English

### Course Objectives:

1. To Provide Advance inputs on various areas of commerce & Management.
2. To enable the candidates to identify the emerging areas of research in Commerce.
3. To prepare the candidate for conducting the problem solving Research projects on the emerging areas of Commerce & Management.
4. To acquaint students with:
  - a) Research Methodology in Commerce & Management.
  - b) Preparation and writing of research report.
  - c) Assessing the available academic and professional environment & Planning for research and successful completion of research work.
5. To prepare the candidates for undertaking higher level research study leading to Ph.D. etc.

M. Phil in Commerce: Course Structure

### SEMESTER – I

Sr. No.	Paper No	Paper Title	Marks
1.	M. Phil C-1	Research Methodology	100
2.	M. Phil C-2	IT in Commerce & Business Management .	100
3.	M. Phil C-3	Emerging Trends in Commerce & Management Education.	100
4.	M. Phil C-4	Functional Areas of Research in Commerce & Management.	<u>100</u>

**Total Marks. 400**

## SEMESTER – II

5.	M. Phil C-5 Dissertation	100
6.	M. Phil C-6 Viva- voce	100
7.	M. Phil M-7 Seminar on Dissertation.	25
		<b><u>225</u></b>
	<b>Grand total</b>	<b><u>625</u></b>

### Examination Pattern :

Each semester and paper has:

01	Internal assessment	: 50 Marks	2 credits
02	University examination	: 50 Marks	2 credits
	Total	: 100 Marks	4 Credits

Internal assessment of 2 credits

### A. Distribution of internal marks per paper as shown below:

Test I	Test II	Tutorial	Seminar	Total
10	10	10	20	50

Different topic should be assigned to the students for writing tutorial.

Break up of seminar/field survey marks are as follows: Seminar will be assessed on the basis of communication skill, presentation style, Analytical ability, audience interaction & query handling etc)

- 1) Seminar write-up/survey report 10 Marks
- 2) Seminar Presentation or survey 10 Marks

Total: 20 Marks

Paper pattern of university Examination all papers for 2 credits

No. of credits 02	Total marks 50	Duration 3 hours
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Nature of Question Paper

1. Question No. 1<sup>st</sup> is compulsory and carrying 10 marks each. Q1 will be short answers (Solve any 5 out of 7 each carrying 2 marks each).
2. Solve any 4 questions from Q. No. 2 to Q. No. 6.

**Standard of passing;**

- The passing rules of this course shall be as per the CBCS system of this university.
- The internal and external assessment will constitute separate heads of passing and they will have to be shown separately in the transcripts including seminar/field survey credits.
- For each paper the ratio of marks of internal assessment in relation with external examination shall be as per CGPA system 50:50
- Marks in the internal assessment should be communicated to the university before the commencement of the semester examination.
- The external assessment shall be based on the term end written examination to be held at the end of each semester for each paper/course.
- For Internal Examination/ assessment, passing will be for 20 marks out of 50 marks and also for external examination passing will be for 20 marks out of 50.
- Student attending less than 75% of classes will not be allowed for Internal or external examination in partial or full.
- All other rules of grades, conversation, A.T.K.T. grace CPI & final grade marks etc. will be given as per CBCS system of this university.

**Project report & Viva-Voce:**

- ❖ Project report will carry 50 Marks 2 credits
- ❖ Viva-voce on project 50 Marks 2 credits

Total 100 Marks 4 credits

Project reports and pre project submission seminar will be evaluated by internal teacher for 50 marks of 2 credits and Viva-voce will be conducted by a committee consisting of project guide, HOD, and one Expert from home university department and expert from other university department appointed by the university. Grades, conversion of marks & CPI & final grade etc will be as per CGPA system.

**Examination Passing Rules**

The evaluation of the student will be mainly on

1. Continuous Internal Assessment (CIA) and
2. End Semester Assessment (ESA).

The ratio of CIA and ESA is 50:50

**Passing Rules:**

The CIA and ESA shall have different passing heads and Minimum passing:- 40% of passing for each subject in each head. To pass the degree program, a student will have to obtain a minimum aggregate of 40% marks (C+ and above in grade point scale) in each course.

**Assessment:**

Continuous Internal Assessment (CIA): CIA aims to assess values, skills and knowledge by students, internal assessment is to be done by the concerned faculty member, department, school or the centre. CIA will be done on a continuous basis during the semester with selected assessment components.

**The components selected for CIA may be:** Tests, Quiz, Seminars, Assignments, essay, tutorials, term paper, seminar, laboratory work, field work, workshop practice, Comprehensive Viva, Attendance and any other best and innovative assessment practice approved by the School committee. Components of internal evaluation are to have a time frame for completion (by students), and concurrent and continuous evaluation (by faculty members).

The evaluation outcome shall be expressed initially by predetermined marks and latter converted by grades. Minimum Mark for passing in each Paper is 40% for Continuous Internal Assessment (CIA) End Semester Assessment (ESA): This is to be carried out at the end of each semester, and will aim to assess skills and knowledge acquired by the students through classroom instruction, fieldwork, laboratory work and/or workshop practice. The End Semester Assessment (ESA) is based on written examination. These examinations shall be at the end of each semester.

**Integration of CIA and ESA:**

A student failed in CIA shall have to appear for ESA again in that particular paper. In a particular paper if a student failed in internal (CIA), he deemed to be failed in that course and he has to reappear for CIA and ESA irrespective of the marks he got in ESA. If a student passed in CIA and failed in ESA, the student needs to appear for ESA only in his next attempt and the CIA marks shall be carried.

A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations to be held in winter/summer season. However the student has to clear the course in the prescribed maximum period for that course. CIA marks will not change. A student cannot repeat CIA. In case she wants to

repeat CIA, then s/he can do so only by registering the said course during the semester in which the course is conducted and up to (2 years programme)) as the case may be, provided the student was failed in that course.

Students who have failed in a course may reappear for the ESA only twice in the subsequent period. If student fail to acquire required Credits within four years from admission period, such student has to acquire Credits with prevailing / revised syllabus at that time. After that, such students will have to seek fresh admission as per the admission rules prevailing at that time.

A student cannot register for the third/fourth semester, if she/he fails to complete 75% credits of the total credits expected to be ordinarily completed within two semesters.

While marks will be given for all examinations, they will be converted into grades. The semester end grade sheets will have only grades and final grade sheets and transcripts shall have grade points average and total percentage of marks (up to two decimal points).

#### Important Instructions and Key Points

1. A.T.K.T. & grace marks will be given as per other P.G. Courses in the campus school.
2. The questions to be asked in the class tests / tutorials / home assignments/seminar presentation will be prepared by the concerned teachers and communicated to the candidates. The school should submit internal marks to the university examination department before the commencement of external examination.
3. External University Examination for each course will be of 50 marks and 2 credits and the duration of University Examination shall be 3 hours.
4. The end semester examination papers will be assessed and moderated as per university guidelines.
5. It is suggested that a minimum of 10 days shall be given to the candidates for preparation of external examination after completion of syllabus.
6. In case of any grievance to the students about internal marks given by the teachers, as a special case director may give approval for reevaluation of internal marks after the payment of reevaluation fees as equivalent to external examination. In this case, the concerned subject teacher will handover either in soft copy or hard copy the entire performance of concerned student. The director may appoint re-examiner from university campus or external examiner.

**Important note:**

Each theory paper, dissertation, *Viva-Voce* and seminar will form separate heads of passing. A candidate will have to obtain minimum 50% marks in each head of passing for getting M. Phil. Degree.

The assessment of the seminar (COMP-107) will be made by the Head of the Department in the concerned subject, Research Guide and any two research guides in the campus Schools/College Department. The candidate will have to deliver minimum two seminars each carrying 12.5 marks. Among these two seminars, one seminar should be on the Dissertation.

If the candidate has secured minimum passing grade points in all the Heads of Passing and presented at least one research paper at Regional/State/National Level Conference/Seminar/Symposia, then the student shall be allowed to present pre-M.Phil. Dissertation seminar and to submit the Dissertation. *Viva-Voce* (COMP-106) on Dissertation will be arranged later on. This *Viva-Voce* will be delivered by the candidate only after receiving the satisfactory report and assessment (marks) of the dissertation by the referee(s).

In case of Dissertation, the marks and grades awarded by the external referee shall be considered as final. If external referee has suggested modifications in the Dissertation, the candidate shall resubmit the Dissertation after suitable modifications within a period of two months from the declaration of the first result. In case of rejection of Dissertation, the candidate will have to resubmit the Dissertation within a period of six months and a fresh referee panel may be appointed for evaluation of the resubmitted Dissertation. Only one resubmission of the dissertation shall be allowed in the academic session. If the evaluation report/mark is not satisfactory, then the candidate has to reappear for *Viva-Voce*. In case of course work, a student who does not get the minimum passing grade point he/she has to reappear the examination in that course and only two chances will be given for re-examination.



**Syllabus of M.Phil in Commerce**  
**Research Methodology**  
**Paper no: M. Phil. C-1.**

**University Examination 50 Marks**  
**Internal Assessment 50 Marks**  
**Total 100 Marks**

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Objective : to equip the condiate with various research techniques in Commerce and Management.

- Unit -1            Research : Meaning, objectives, nature and importance of Research in Commerce and Management.
- Unit – 2            Type of Research, design, steps in designing research work. Statement of the Problem relating to Commerce & Management.
- Unit – 3            Data and Techniques of data collection, sources of data,  
( Techniques) Methods of data Collocation, sampling techniques, designing questionnaire.
- Unit – 4            Data analysis, tabulation and Interpretations, Statistical tools & Techniques.
- Unit – 5            Research report presentation : Types of Report, format of academic Research Report, contents, style, documentations and Bibliography.

**Reference Book :**

1.     Kaerlinger F N Foundation of Behaviral research, Holt Rinehirt & sincon New York.
2.     Sadhu & Singh Amarjit A.N. : Research Methodology in Social science, Himalaya Publication 1980.
3.     Bajpai S.R : Mehtods in Social Survey & research Kitab Ghar , Kanpur.
4.     John W. Best : Research in education, Prentie Hall.

**M. Phil. Commerce**  
**Information Technology in Commerce and Management**  
**Paper no: M. Phil. C-2.**

**University Examination 50 Marks**  
**Internal Assessment 50 Marks**  
**Total 100 Marks**

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Objective: To acquaint students with Information Technology and its application in Commerce and Management..

- Unit – 1      Meaning, Scope and significance of IT in Commerce and Management.
- Unit – 2      Emerging of IT Applications in Business, internal effectiveness, and inter – organization linking, Advances in data base, data commutation knowledge based and multimedia technologies.
- Unit – 3      Management and planning of IT Applications- strategy formulations techniques, IT investment decisions, E-Commerce, Knowledge Management, Business models of E-Commerce.
- Unit – 4      IT & Commerce, emerging areas and its applications. It & Business Management emerging areas and its applications, Merits and demerits of IT in Commerce and Business Merits & Demerits of IT in Commerce and Management.
- Unit – 5      IT packages available like Tally for commerce, Management, and its applications in commerce education, Research and extension activities. Problems and prospects of IT in Commerce and Management.

**Reference Book :**

1.              Kanungo S. : Making Information Technology work, sage Publications, New Delhi.
2.              John G. siphon's and beverty Goldberg : Corporation on a tightrope balancing leadership, Governance and technology in an age of complexity, Oxford University perss, New York.
3.              Maitra Amit,: Bulding a corporate Internet strategy : The IT Managers Guide, VNR, New York.
4.              Jerry N. Luftman : Competing in the information age : Strategic alignment in practice, Oxford University Pres. New York.
5.              Stefan Kim and freg D Hare : Cooporative Knowledge processing : the Key technology for intelligent organizations, springer, New York.

**M. Phil. Commerce**  
**Paper no: . M.Phil. C-3.**  
**Emerging Trends in Commerce and Management Sciences**

**University Examination 50 Marks**

**Internal Assessment 50 Marks**

**Total 100 Marks**

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Objective: To provide advance inputs on various aspects of Commerce and Management.

- Unit – 1: Commerce, e-commerce, B2B, B2C, Business, And Management: Nature, Scope and Significance, Corporate Social responsibility of Business.
- Unit – 2: Trends in commerce and Management: Commerce, Industry, Trade export, import, and policy issues –LPG, WTO BPO, KPO, and RPO Sectors.
- Unit – 3: Commerce & Management Education: present status and employability of students, Role of Commerce and Management education in Socio-economic development, Course curriculum, and Teaching, research and extensions activities. Parameters Quality of education-TQM, organizations: NAAC, ISO 9000 etc.
- Unit – 4: Sectors of the Economy: Manufacturing, agriculture, and service sectors, its changing dimensions, Issue & like self employment, employment and unemployment.
- Unit – 5: Problems and prospects of Commerce, management education in India, Institutional arrangements and its role in the development of commerce and Management with ref. to UGC, IIMS, ICSSR, IIPA, FCC, MCC, NIBM, ICWA, ICA, ICS, IFT, NCERT, Administrative Staff colleges and other professional bodies.

**Reference:**

1. Leading Journals on Commerce and Management.
2. Kothari Commission Report 1966.
3. Steiner George: A Business and Society New York.
4. Khare S.S.: Govt in Business, National Publication: House New Delhi.
5. Commerce & Management Encyclopedia
6. Agarwal A.N: Indian Economy (Latest Edition) Vikas Publication House New Delhi.
7. Mishra and Puri: Indian Economy, (Latest Edition)
8. Rudra Dutta, Indian Economy, (Latest Edition)

**M. Phil. Commerce**  
**Paper no: M.Phil. C-4.**  
**Functional areas of Research in Commerce and Management**  
**University Examination 50 Marks**  
**Internal Assessment 50 Marks**  
**Total 100 Marks**

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**Objective:** To prepare the candidate for conducting problem solving research in Commerce and Management.

**Unit -1** Trade, Aid to trade, factors, Whole sale and retail, foreign Trade and policy

**Unit-2** Areas of Research in Marketing: Functions of marketing, Effectiveness of functions, marketin of product, marketing MIX, segmentation, Buying behaviour, strategy, Types of markets, Application of marketing to trade, Industry Business etc, emerging areas of marketing.

**Unit – 3** Areas of research in financial Management: Nature, Scope, Meanings, significance of financial Management, Functions of financial Management, Financial Analysis, Financial sources, emerging areas in financial Management, financial problems its applications.

**Unit – 4** Areas of Research in Human Resource Management: Meaning, Scope & significance, Functions of HRM, HRM practices, Personal Management & H.R.M., HRD/ Training, Emerging areas in HR, Problems in HR, Relationship and H.R.M.

**Unit – 5** Areas of research in production, and General Management: Nature & Scope, significance, Functions of productions & general Management, techniques of production Management and operation Management. Effectiveness of production Management and General Management, Problems and prospects of production and general Management, Emerging areas of production and operations Management

**Reference Books:**

1. Philip Kotler: Marketing Management Analysis, Planning and control, Prentice Hall of India PVT Ltd. New Delhi. (Latest Edition)
2. V.S.Ramaswamy & S. Namakumari, Marketing Mgt.. Macmillan India Ltd. Bombay (Latest Edition)
3. Horne, James C.V. : Financial Mgt & policy prentice, Hall of India New Delhi.
4. Westonji j. Fred & Brigham E.F. : Managerial Finance, Holt saunders Internal Edition.
5. P. Subbarao: Essential of Human Resource Management and IT, Himalaya Publication, New Delh
6. Memoria & Memoria: Human Resource Management.
7. Rao T.V: The Human Resource Development Missionary, Oxford & IBH publication Pvt. Ltd.
8. C.B. Gupta: Human Resource Management, sultan Chand & Sons New Delhi.