UNIVERSITY OF MUMBAI

NAAC ACCREDITED

SYLLABUS FOR M.COM Part- II (Sem – III & IV)

RESEARCH METHODOLOGY IN COMMERCE - I & II (Compulsory Course)

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015
Credit Based Semester & Grading System (CBSGS) w.e.f the Academic year 2014-15

M.Com. II
Semester III
RESEARCH METHODOLOGY IN COMMERCE - I

Course Objectives

1. To understand Research and Research Process
2. To acquaint students with identifying problems for research and develop research strategies
3. To familiarize students with the techniques of data collection, analysis of data and interpretation

Module I - Introduction to Research (10 Lectures)

1. Meaning, Characteristics of Research
2. Need of Research in Business and Social Sciences
3. Objectives of Research
4. Types of Research:
   a. Basic Research
   b. Applied Research
   c. Descriptive Research
   d. Analytical Research
   e. Empirical Research
5. Issues and Problems in Research

Module II - Research Methodology (10 Lectures)

1. Meaning of Research Methodology
2. Stages in Scientific Research Process
   a. Identification and Selection of Research Problem
   b. Formulation of Research Problem
   c. Review of Literature
   d. Formulation of Hypothesis
   e. Formulation of research Design
   f. Sample Design
   g. Data Collection
   h. Data Analysis
   i. Hypothesis testing and Interpretation of Data
   j. Preparation of Research Report
Module III- Research Design and Sample Design (08 Lectures)

1. Research Design – Meaning, Types and Significance
2. Sample Design – Meaning and Significance
   Essentials of a good sampling
   Stages in Sample design
   Sampling methods/techniques
   Sampling Errors

Module IV - Methods and Techniques of Data Collection (12 Lectures)

1. Types of Data
   a. Primary Data – Meaning, Significance and Limitations
   b. Secondary Data – Meaning, Significance and Limitations
2. Collection of Primary Data-
   Observation method, Survey through Questionnaire, Interview Technique
3. Collection of Secondary Data
4. Factors influencing choice of method of data collection
5. Designing of a questionnaire –
   Meaning, types of questionnaire, Stages in questionnaire designing,
   Essentials of a good questionnaire.
Evaluation System
Semester-III

A
Internal Assessment – 40% 40 Marks
Project 40 Marks
Allocation of 40 marks is as under

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<th>Marks</th>
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<tbody>
<tr>
<td>a. Documentation</td>
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<td>b. Presentation</td>
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<td>c. Viva and Interaction</td>
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B
Semester End Examinations – 60% 60 Marks

I. Duration – These examinations shall be of 2 Hours duration.

II. Question Paper Pattern

1) There shall be four questions each of 15 marks.
2) All questions shall be compulsory with internal choice within the questions.
3) Question may be subdivided into sub-questions A and B the allocation of marks depends on the weightage of the topic.

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<tr>
<th>MARKS: 60</th>
<th>TIMES: 2 HRS.</th>
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<td>Note:</td>
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<td>Q. 4</td>
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</table>
M.Com. II

Semester IV

RESEARCH METHODOLOGY IN COMMERCE - II

Module I - Data Processing and Statistical Analysis (10 Lectures)

1. Meaning, Significance and problems in data processing
2. Stages in data processing:
   a. Editing
   b. Coding
   c. Classification
   d. Tabulation
   e. Graphic Presentation
3. Statistical Analysis - Tools & Techniques
   a. Measures of Central Tendency
   b. Correlation Analysis
   c. Regression Analysis
   d. Dispersion Analysis

Module II - Hypothesis Testing & Interpretation of Data (10 Lectures)

1. Testing of Hypothesis
   a. Steps in Hypothesis Testing
   b. Procedure for Testing Hypothesis
   c. Types of Hypothesis Testing –
      Parametric – t,f,z
      Non-Parametric-Chi square, ANOVA
2. Interpretation of Data-
   Meaning, Significance and Precautions in data interpretation
Module III - Research Report (10 Lectures)

1. Meaning and Importance of research report writing
   a. Essentials of a good Research Report
   b. Structure/layout of Research Report
   c. Types of Research Report
   d. Steps in research report writing
   e. Footnotes and Bibliography

2. References and Citation methods-
   a. APA (American Psychological Association)
   b. MLA (Modern Language Association)
   c. CMS (Chicago Manual Style)

Module IV - Ethics and Modern practices in Research (10 Lectures)

1. Ethical Norms in Research

2. Ethical Issues in Research – Plagiarism

3. Role of Computer in Research
   a. Data sheet preparation – coding
   b. Application of Statistical software – Excel and Mega stat
   c. Introduction to SPSS, creating data Sheet using SPSS
   d. Case analysis using SPSS
Evaluation System
Semester-IV

A  Internal Assessment – 40% 40 Marks
Project 40 Marks   Allocation of 40 marks is as under

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B  Semester End Examinations – 60% 60 Marks
I. Duration – These examinations shall be of 2 Hours duration.
II. Question Paper Pattern
1) There shall be four questions each of 15 marks.
2) All questions shall be compulsory with internal choice within the questions.
3) Question may be subdivided into sub-questions A and B the allocation of marks depends on the weightage of the topic.

Note:
1) All the questions are COMPULSORY.
2) Figures to the right indicate full marks.

Q. 1  A) Module-I (15)
     OR
     B) Module-I (15)

Q. 2 Attempt Any Two: From Module-II (15)
A)
B)
C)

Q. 3 Attempt Any Two: From Module-III (15)
A)
B)
C)

Q. 4 Attempt Any Two: From Module-IV (15)
A)
B)
C)
References

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
4. Research Methodology, Methods and Techniques by C.R Kothari
5. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
7. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
8. SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
15. Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E
UNIVERSITY OF MUMBAI

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SYLLABUS FOR M.COM Part II (Semester – III & IV)

Business Management Group- Paper III

Organisational Behaviour

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015
Learning Outcomes: Individual and group behaviours impact an organisation and vice versa. It is therefore important for learners to understand this aspect of management. The first four modules will help the learners

1) To get insights into the evolution of organisational behaviour
2) To become familiar with organisational structure, design and culture
3) To understand the tools and techniques used for communication in an organisation
4) To understand the impact and importance of leadership and group dynamics in organisations and family businesses

Module I: Introduction to Organizational Behaviour

a) Definition of organizational behaviour
b) Goals of organisational behaviour
c) Historical Development of organisational behaviour
d) Human Relations Movement
e) Emerging challenges in organisational behaviour (with special focus on globalisation, ethics, corporate social responsibility and technology)

Module II: THE ORGANIZATION: Organisational Design and Culture

a) Organizational design: Need, Significance and Types of organizational design
b) Organizational Structures - traditional and contemporary structures
c) Organisational design and employee behaviour
d) Organisational culture: Meaning and dimensions
e) Impact of culture on image and performance of the organization.
f) Creativity and Innovation- methods of enhancing creativity and developing innovative processes
Module III: Organizational Communication - Tool and Techniques

a) Johari window  
b) Transactional analysis  
c) Lateral thinking  
d) Brain storming  
e) Delphi technique  
f) Power of grapevine and other informal communication techniques

Module IV: GROUPS in ORGANIZATIONS: Groups and Leadership

a) Group Dynamics - Groups versus teams  
b) Nature and types of groups and teams :Creating effective teams  
c) Leadership as a concept and its essence.  
d) Hersey and Blanchard’s situational leadership  
e) Transactional versus Transformational leaders  
f) Women as leaders  
g) Leadership in entrepreneurial and family business organization

Question Paper Pattern for Semester III for the Academic year 2014-15

Duration: 2 Hours  Total Marks: 60

<table>
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Recommended Reference Books:

Learning outcomes: Study of the modules will help learners:

1) To understand the factors that impact individual behaviour in an organisation
2) To become familiar with attitudes and motivation
3) To gain insights into power and politics in an organisation
4) To appreciate the need for change and managing change and stress in an organisation

Module I: Individual and Organisations

a) Factors affecting individual behaviour - personal, environmental and organizational
b) Nature and Determinants of Personality
c) Personality Traits - Big Five, Locus of Control, Self Esteem, Type A/ Type B Personality, Risk Taking, Machiavellianism, Self Monitoring
d) Personality and OB
e) Matching jobs with personalities
f) Abilities and skills

Module II: Work, Attitudes and Motivation.

a) Meaning of attitudes and how they are formed
b) Power and purpose of motivation
c) Theories of motivation - Locke’s goal setting theory, Vroom’s expectancy theory. Porter and Lawler’s model, Adam’s equity theory, McClelland’s theory of needs.
d) Managing rewards - Job status based rewards, Competency based rewards, performance based rewards
e) Empowerment and Self Managed Teams
f) Quality of work life

Module III: Groups in Organisations

a) Power-Dynamics, sources and tactics
b) Politics - Essence. Types of political activities
c) Ethics of power and politics
d) Managing political behaviour
e) Conflicts-Nature and functional and dysfunctional conflict
f) Conflict resolution and negotiation process

Module IV: Organisational Change and Stress Management

a) Meaning of change and factors leading to change
b) Planned change and resistance to change
c) Sources of stress
d) Stress Management - Individual & Organizational Strategies
e) Managing conflict during change initiatives.
f) Impact of stress on performance.

Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration: 2 Hours
Total Marks: 60

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Recommended Reference Books:

UNIVERSITY OF MUMBAI

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SYLLABUS FOR M.COM Part II

(Semester – III & IV)

Business Management Group- Paper IV

International Marketing

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015
University of Mumbai

M.COM PART-II (CBSGS)

Revised Syllabus of Business Management Group- Paper IV

International Marketing

(W.e.f. Academic Year 2014-15)

Semester III

Learning Outcomes:

1) Understanding the nature, scope and challenges of international marketing
2) Understanding the recent trends in international marketing
3) Gaining insights into international marketing environment
4) Familiarity with the role of international institutions and regulatory bodies

Module I: Introduction to International Marketing

a) Meaning, Scope, differences from domestic marketing
b) Benefits and motivating factors
c) Challenges and Constraints
d) International trade theories
e) Overview of India’s foreign trade

Module II: Overview of International Marketing

a) Current and emerging trends in international marketing
b) Role of MNCs in international trade, major international marketing decisions
c) Modes of entry in international markets
d) Methods of payment in international trade
e) Role of trade blocs in international trade, settlement of international disputes.

Module III: International Marketing Environment

a) Importance of social and cultural environment
b) Analysis of legal and economic environment
c) Understanding political and financial environment
d) Impact of global environment on international trade.
Module IV: Role of International Institutions and Regulatory Bodies

a) Role of International Monetary Fund (IMF), International Bank For Reconstruction and Development (IBRD)
b) International Development Association (IDA)- functions
c) International Finance Corporation (IFC) and Multilateral Investment Guarantee Agency (MIGA)
d) Role of World Trade Organisation (WTO) in regulating international trade
e) Latest developments in WTO.

Question Paper Pattern for Semester III for the Academic year 2014-15

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Recommended Reference Books:

University of Mumbai
M.COM PART-II (CBSGS)
Revised Syllabus of Business Management Group- Paper IV
International Marketing
(W.e.f. Academic Year 2014-15)
Semester IV

Learning Outcomes:

1) Understanding of the product and pricing strategies adopted by firms for international marketing
2) Understanding the challenges of logistics, supply chain and promotion in international marketing
3) Gaining insights into the procedural aspects of international marketing environment

Module-I- International Product Planning and Pricing Strategies
a) Product planning in international markets, product extension
b) Process of new product development for international markets
c) Importance of packaging and labeling in international markets
d) International Product Life Cycle
e) Pricing strategies for international markets, factors influencing pricing decisions.

Module-II- International Distribution, Logistics and Supply Chain Management
a) Direct and Indirect marketing channels of distribution in foreign markets
b) International logistics and global supply chain management
c) Global manufacturing strategies
d) Global sourcing, Inventory management.
Module-III- International Product Promotion and Brand Building

a) Importance of sales promotion, Advertising, Direct marketing in international markets.
b) Objectives and process of personal selling
c) e-marketing, Importance of e-commerce in international trade
d) Importance of brand building in international markets.

Module-IV- Procedural and Policy Framework

a) Foreign Trade Policy (FTP)
b) Export Documentation, Export-Import Procedure
c) Export Incentives
d) Steps in excise and customs clearance, Shipping procedure, Bank formalities
e) Export risk insurance.

Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration: 2 Hours Total Marks: 60

<table>
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Recommended Reference Books:


UNIVERSITY OF MUMBAI

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SYLLABUS FOR M.COM Part II  (Semester – III & IV)

Business Management Group- Paper V

Entrepreneurship Management

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015
UNIVERSITY OF MUMBAI

M.COM PART-II (CBSGS)

Revised Syllabus of Business Management Group- Paper V

Entrepreneurship Management

(w.e.f. Academic Year 2014-15)

Semester III

Learning Outcomes:

• Understanding the evolution of entrepreneurship
• Understanding the impact of environmental factors on entrepreneurship
• Gaining insights into the process of setting up an entrepreneurial venture
• Familiarity with different entrepreneurial models and principles and strategies adopted by successful entrepreneurs

Module-I. Paradigm of Entrepreneurship

a) Introduction, importance and significance of Entrepreneurship Management

b) Definition and points of distinction between Entrepreneur, Intrapreneur, Entrepreneurship and Manager. Entrepreneurs – Types and Functions.

c) Stages in the Evolution of Entrepreneurship, Theories of Cantillon, Kirzner, Schumpeter, Knight, (Classical/ Neoclassical) Biological and Sociological Theories of Entrepreneurship

d) Attributes and characteristics of a successful entrepreneur. Entrepreneurial culture and Entrepreneurship promotion in India.

Module II. Impact of Environmental Factors on Entrepreneurship

a) Ownership- Types, Importance and factors influencing the selection of ownership type.

b) Entrepreneurship and business environment (Micro and Macro factors) Importance of Environmental Scanning – SWOT Analysis.

c) Role of Entrepreneurs in ‘Balanced Regional Development’.

d) SMEs and Entrepreneurship Development.

Module III. Setting up an Entrepreneurial Venture

a) Defining business idea, sources and methods of generating business ideas.

b) Meaning of project and project report/ feasibility study and selection of a project.

b) Preparing a Business plan – Steps in product choice, deciding on locational aspects, Marketing plan, financial plan.

Module-IV. Emerging Entrepreneurial Models and Successful Entrepreneurs

a) Zig-Zag principles of entrepreneurship (reasons of failure and ways to success)
b) Emerging Entrepreneurial opportunities – Franchising, BPO, KPO.
c) Role of e-commerce in facilitating Entrepreneurship development.
d) Successful Indian Entrepreneurs highlighting entrepreneurial strategies used by them.

Question Paper Pattern for Semester III for the Academic year 2014-15

Duration of the examination: 2 Hours
Total Marks: 60

<table>
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</table>

Recommended Reference books:

1 Chaudhury, Suman K. (Editor) and Nayak, Sudhansu K. (Editor):
   Micro-Finance and Rural Women Entrepreneurship in India. (1st ed.)


3 Desai, Vasant: Entrepreneurship and Management of Small and Medium Enterprises.


19 Munoz, J.M.: International Social Entrepreneurship


23 Sarwate, Dilip M: Entrepreneurship Development and Project Management:
24 Sathe, Vijay: Corporate Entrepreneurship (Top Managers and New Business Creation).


27 Soundarapandian, M: Environment for Entrepreneurship.


UNIVERSITY OF MUMBAI
M.COM PART-II (CBSGS)
Revised Syllabus of Business Management Group- Paper V
Entrepreneurship Management
(w.e.f. Academic Year 2014-15)
Semester IV

Learning Outcomes:
• Gaining insights into funding of and financial management in Entrepreneurial ventures
• Familiarity with Entrepreneurship Development Programmes in India
• Understanding the problems faced by Entrepreneurs and measures to overcome them
• Familiarity with the recent trends in Entrepreneurship in India
Module -I. Financial Management in Entrepreneurial Ventures

a) Understanding Finance - Factors affecting capital structure,
b) Fixed and working capital – Meaning, Factors and Sources.
c) Micro Finance – Concept and importance.
d) SHG – Concept and importance

Module -II. Entrepreneurship Promotion in India

a) Entrepreneurship Development Programme (EDP) – Objectives and Methods.
b) Various Organizations providing Entrepreneurship development programmes.
c) Role of Mergers, Acquisitions and Joint Ventures, in entrepreneurial initiatives
d) Role of Government in Entrepreneurial development in India. Various incentives and subsidies provided for encouraging Entrepreneurs.

Module-III. Hindrances in Entrepreneurial initiatives

a) Challenges for entrepreneurs in Manufacturing, Marketing, Finance and Human Resource Management
b) Sales and Marketing research oriented problems- other External problems- Time management.
c) Women Entrepreneurs in India- Problems and measures.
d) Rural Entrepreneurship- challenges and opportunities.

Module -IV. Recent trends in Entrepreneurship

a) Future of Entrepreneurship in India
b) Recent trends in Entrepreneurship in India - Financing strategies, Advertising. Acquiring latest technology, Use of social media and Information management.
c) Role of Entrepreneur Development Cell in encouraging young minds- structure of an Entrepreneur Development Cell- Need for strengthening entrepreneurial initiatives of youth in India as an alternate to employment oriented options.
d) Intellectual Property - Patents, Trademarks, Copyrights, Trade secrets etc. (Procedure for obtaining exclusive rights and protecting the same)
Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration of the examination: 2 Hours                                  Total Marks: 60

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Recommended Reference books:


6 Dutta, Bholanath: Entrepreneurship Management: Text and Cases.

7 Gopal R. and Manjrekar, Pradip: Entrepreneurship and Innovation Management.


10 Hisrich, Robert, Peters, Michael and Shepherd, Dean: Entrepreneurship.

11 Jan, Muzamil and Sharma, Neeru: Entrepreneurship and Woman Empowerment.

12 Janakiram, B.: Management Entrepreneurship.


15 Kaushik, Dinanath: Essentials of Entrepreneurship.
16 Kumar S. Anil.: Small Business and Entrepreneurship.

17 Lall Madhurima and Sahai Shikha: Entrepreneurship.

18 Lall, Madhurima and Sahai, Shikha: Entrepreneurship.

19 Lall, Madhurima and Sahai, Shikha: Entrepreneurship.

20 Latha, K.Lawanya: Small Scale Entrepreneurship.

21 Loss, Monica and Bascunan, F.L.: Entrepreneurship Development.

22 Mathur, Abha: Business Entrepreneurship and Management.
New Delhi. Taxman Publications (P) Ltd,

23 Morse, Eric and Mitchell, Ronald k.: Cases in Entrepreneurship.


(5th ed.) Mumbai. Dr. P.N. Singh Centre for HRD, 2008.

Sharma, K.C. and Sharma, J.N. (Foreword by): Entrepreneurship Development.

(5th ed.) Mumbai. Dr. P.N. Singh Centre for HRD, 2008.

Soundarapandian, M: Environment for Entrepreneurship.