



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

NAAC SSR Cycle IV (2015-2020)

1.1. CURRICULUM DESIGN AND DEVELOPMENT

1.1.2. REVISION OF SYLLABUS

RESEARCH PROGRAMME



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

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DEPARTMENT OF COMMERCE

COURSE WORK FOR PH.D RESEARCH SCHOLAR

Ph.D in COMMERCE

Research Supervisor	Research Scholar	Year of Completion	Course Work Title
Dr.T.Palaneeswari	Dr. S. Rengeswari	2020	Consumer behaviour and Organic foods in India
	Dr. V. Meenakshi	2020	Renewable Energy
	Dr. R. Maheswari	2020	Trends in Banking and Information Technology
	Dr. M. Elakiya Lakshmi	2017	Bank Management
	Dr. M. Sumathi	2016	Banking Practice
Dr.K.Rajeswari	Dr. A. Vijaya Shree	2019	Human Resource Management
	Dr. S. Gurupirya	2017	Taxation
	Dr. J. ArunNandini	2017	Investment Management
	Dr. A. Josephine Stella	2016	Marketing Management
	Dr. V. Vishnu Priya	2016	Marketing Management
	Dr. S. Saraswathi	2015	Marketing Management
Dr. M. Jayalakshmi	Dr. G. Gowri	2018	Marketing Management
	Dr. S. Deepa	2018	Marketing
	Dr. R. Hemalatha	2017	Bank Management
	Dr. S. Gayathri	2017	Human Resource Management
	Dr. K. SountharaPriya	2017	Export Marketing



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

GUIDE NAME : Dr. T. PALANEESWARI
NAME : S.RENGESWARI

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, (AUTONOMOUS)
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College with Potential for Excellence by UGC)*

RESEARCH CENTRE IN COMMERCE

Ph.D. COURSE WORK

CONSUMER BEHAVIOUR AND ORGANIC FOODS IN INDIA

SYLLABUS

Unit I Consumer Behaviour

Concept and definition of consumer behaviour – factors influencing consumer behaviour – characteristics of consumer behaviour – Diversity of consumers and their behaviours – profiting the consumers and understanding their needs – buying motives – 7 o's framework.

Unit II Buying Decision Process

Consumer buying decision process – Types of buying behaviour – researching the buying decision process – Theories of motivation and their applications – consumers are rational or emotional – Situational influence on consumer's decision and the decision models.

Unit III Conventional food and Organic food

Definition of conventional and organic food – Characteristics of organic food – Why the consumers are moving from conventional food to organic food –Significant relation between organic and conventional food - Approaches of organic food – Conventional food Vs organic food – Organic food and consumers health.



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DEPARTMENT OF COMMERCE

COURSE WORK FOR PH.D RESEARCH SCHOLAR

Ph.D in COMMERCE

Unit IV Movements of organic food in India

Movements of organic food in India – History and Growth of organic food in India - Promotional mechanism for influencing Indian rural consumer behavior – Awareness of organic food – Role of government in promoting organic food – Impact of organic food in India - International organization in food health – Marketing strategy for organic food.

Unit V Consumer Behaviour in Organic Food

Introduction – Importance of organic food – Need for Organic food – Environmental benefits of organic food – Principles of buying behaviour in organic food -Nutritional value of organic food – Organic food regulations – Various groups interested in buying organic food – Consumer behaviour towards organic food – Factors influencing consumer behaviour on organic food.

References

- Jain P.C & Monika Bhatt (2010), Consumer Behaviour Himalaya Publishing House, Mumbai, First Edition, Latest Reprint.
- Khan M. (2008), Consumer Behaviour, New Age International Publishers, New Delhi, Second Edition, Latest Reprint.
- Pillai R.S.N. And Bagavathi (2011), Modern Marketing Principles and Practices, S.Chand and Co. ltd, New Delhi, Reprint.
- Sherlekar S.A. (2010), Marketing Management, Himalaya Publishing House Pvt. Ltd, Mumbai, Fourteenth Edition.
- Sherlekar S.A. & Krishnamoorthy R. (2012), Marketing Management Concepts and Cases, Himalaya Publishing House Pvt. Ltd, Mumbai, Fourteenth Revised Edition.
- www.organicshop.in
- www.apeda.gov.in



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

GUIDE NAME : Dr. T. PALANESWARI
NAME : V.MEENAKSHI

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI

Research Centre in Commerce
Ph.D., - Course Work – Area Paper
Renewable Energy

Unit I: Energy sources

Introduction - Energy - Types of energy sources - Renewable energy sources – Non-renewable energy sources –Need for it.

Unit II: Wind Energy

Introduction – Nature of wind – Site selection considerations – Basic components of wind energy potentials in India – Benefits of wind energy – Negative impact.

Unit III: Wind energy in India

Introduction – Wind power programme - MNRE – C-WET – IREDA – IWPA – Central government policies.

Unit IV: Wind energy in Tamil Nadu

Introduction - Wind policies in states – State Electricity Board – Fiscal policies and Promotional policies – Incentives from state government – Supportive policies of Tamilnadu.

Unit V: Sustainability

Introduction- Social sustainability- Key strategies – Principles – Economic Sustainability – Dimensions of it.

References:

1. Khan B.H. (2006): “Non-conventional energy resources”, Tata Mc Graw-Hill Publications Company Limited, New Delhi.
2. Vandana S. (2002): “Alternative Energy”, A P H Publishing corporation, New Delhi.
3. Rai G.D. (2004): “Non-conventional energy resources” Khanna Publishers New Delhi



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

GUIDE NAME : Dr. T. PALANEESWARI

NAME : MRS.R.MAHESWARI

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RESEARCH CENTRE IN COMMERCE

Ph.D. COURSE WORK

TRENDS IN BANKING AND INFORMATION TECHNOLOGY

SYLLABUS

Unit I: Origin of Banks

Introduction – The Development of British Banking – History of Indian Banking Industry – Evolution of Banking – Definition of Banking – Classification of Banks – Economic and Monetary implications of Modern Banking operations – Current Scenario of Indian Banking Sector – Social Responsibility of Banks.

Unit II: Commercial Banks

Meaning – Types of Commercial Banks – Functions of Commercial Banks: Primary Functions, Subsidiary Functions and other services – Commercial Banks and Economic Development – Credit Creation: Process of credit creation, Limitations of Credit Creation.

Unit III: Information Technology

Networking System: Information Technology – Trends in Banking and Information Technology – Data Communication Networks – Types and Modes of Transmission – Computer Networks – Nets in India – Impact of Technology – Global Developments in Banking Technology.

Security Measures: Data Management – DBMS – Structure of database – RDBMS – Different types of Threats – Cryptography – Types of security.



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DEPARTMENT OF COMMERCE
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Ph.D in COMMERCE

Unit IV: Recent Trends in Banking

Remittance of Funds – Safe Deposit Lockers – Commercial Letter of Credit – Financial Guarantees – Standing Instructions – Financial and Non- Financial Services: Internet Banking, Mutual Funds, Portfolio Management, Demat Account, E-Banking, ATM, Electronic Currency, ECS, Phone & Mobile Banking.

Unit V: E-Banking

Traditional Banking Vs. E-Banking – Facets of E-Banking – Intranet Procurement – E-Banking Transactions – Truncated Cheque and Electronic Cheque – Electronic Delivery Channels – Inter Bank Mobile Payment Services – Models for E- Banking – Complete Centralised System – Features – CCS and Cluster Approach – High Tech Bank within Bank – Advantages of E-Banking – Constraints in E-Banking.

References:

- Gurusamy S.(2010), Banking Theory Law and Practice, Tata McGraw Hill Education Private Limited, New Delhi, First Edition.
- Gordon E. & Natarajan K.(2012), Banking Theory Law and Practice, Himalaya Publishing House, Mumbai, Twenty Third Revised Edition.
- Natarajan S. & Parameswaran R.(2012), Indian Banking, S.Chand & Co. Ltd., New Delhi, First Edition Reprint.
- Radha V.(2014), Banking Theory Law and Practice, Prasanna Publishers & Distributors, Chennai, First Edition.
- Rama A. and Aruna Devi A. (2012), Banking Technology, New Century Book House (P) Ltd., Chennai, Third Edition.
- Vasant Desai (2009), Bank Management, Himalaya Publishing House, Mumbai, First Edition.



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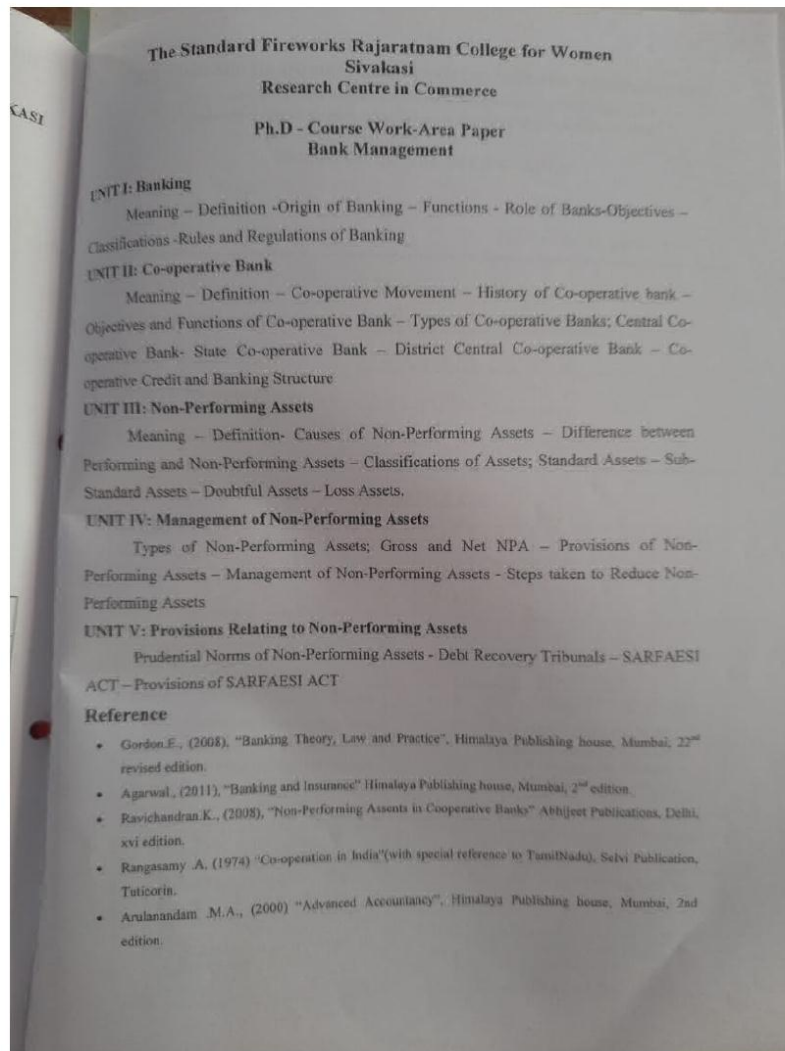
DEPARTMENT OF COMMERCE

COURSE WORK FOR PH.D RESEARCH SCHOLAR

Ph.D in COMMERCE

GUIDE NAME : Dr. T. PALANEESWARI

SCHOLAR NAME : M. ELAKIYA LAKSHMI





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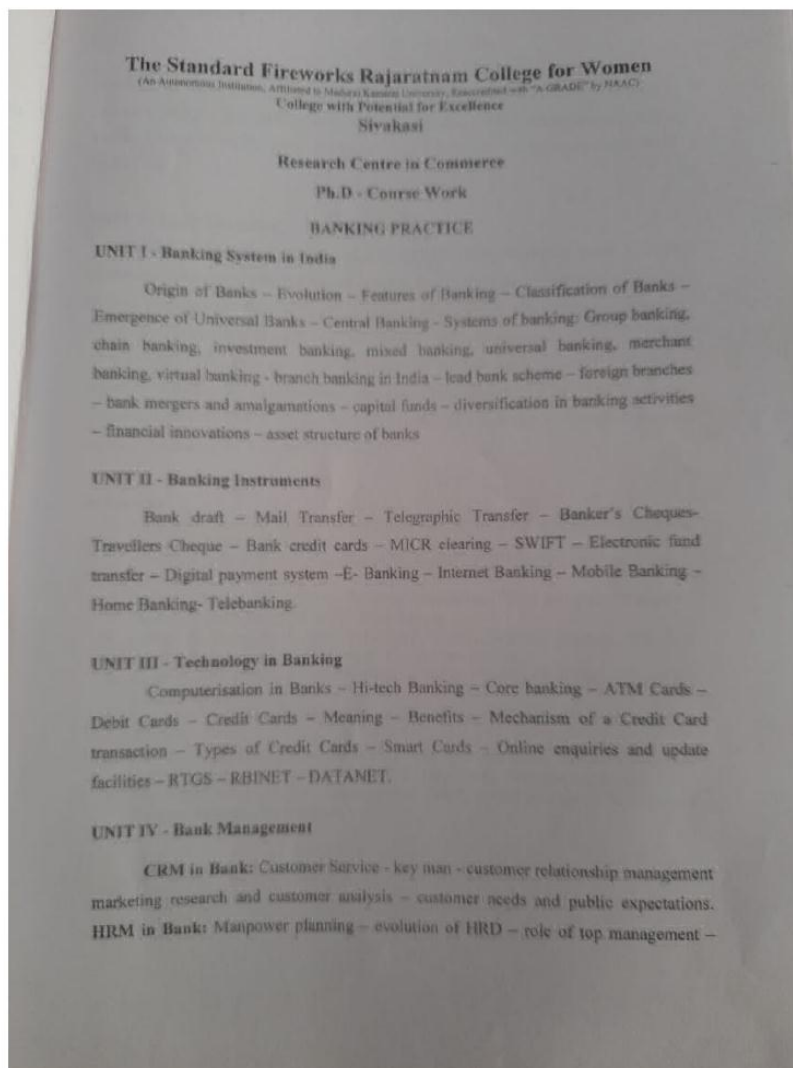
DEPARTMENT OF COMMERCE

COURSE WORK FOR PH.D RESEARCH SCHOLAR

Ph.D in COMMERCE

GUIDE NAME : Dr. T. PALANEESWARI

SCHOLAR NAME : M. SUMATHI





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DEPARTMENT OF COMMERCE

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Ph.D in COMMERCE

relevance of HRM to banks Asset - Liability Management: Evolution – concept – process – utility – relevance to India – NPAs – concepts – NPAs in Indian commercial banks – impact of priority sector advances – factors for NPAs – suggestions – steps taken by RBI.

UNIT V - Bank Marketing

Bank Marketing: Concepts-Need for bank marketing-Marketing goods Vs Bank Marketing- **Marketing Mix for banks:** Marketing mix-concepts –Product mix- Steps in Product development- Promotion mix- Elements of promotion mix- Pricing- Objectives- Problems- Management of place. **MIS for banks:** MIS- Components of MIS- sources of information- Features of MIS- Importance of MIS to banking sector- Marketing research- **Marketing International Services:** International marketing- Concept- Features- Letter of credit- Types- Advantages- Sale and purchase of foreign currency- Strategic marketing for international services.

Reference:

1. Muraliedharan D., (2009), "Modern Banking Theory and Practice", PHI Learning Private Limited, New Delhi.
2. Gomez Clifford (2011), "Banking and Finance", PHI Learning Private Limited, New Delhi.
3. Mithani D.M (2009), "Money, Banking, International Trade and Public Finance", Himalaya Publishing House, Mumbai, Reprint.
4. Gordon E, Natarajan K., (2010), Banking Theory, Law and Practice, Himalaya Publishing House (P) Ltd., Mumbai, First edition Reprint.
5. Agarwal O.P., (2008), Modern Banking of India, Himalaya Publishing House (P) Ltd., Mumbai, First edition
6. Vasu Deva (2005), E-Banking, Commonwealth Publishers, New Delhi, First Edition.
7. Gaurang Vasavada, Sharad Kumar, Upendra Rao and Satish Pai (2007), General Bank Management, Macmillan India Ltd., New Delhi, First edition. Reprint.
8. MacMillan, "General Bank Management" (2007), Indian Institute of Banking and Finance, Mumbai, First edition.



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SIVAKASI -626123

RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN HUMAN RESOURCE MANAGEMENT

**(For part-time Ph.D. Research Scholar Mrs. A.Vijavashree under the supervision of
Dr.K.Rajeswari)**

Unit I: Introduction to Human Resource Management

Concept of HRM – scope - characteristics – importance – functions – Human
Resource Planning – concept – objectives – need and importance – process of HRP – guidelines
for effective HRP

Unit II: Acquiring Human Resources

Job Analysis - concept – objectives – uses – process of job analysis – Job Description –
Job Specification – Job Design – concept – methods – recent trends in job redesign – Recruitment
- concept – sources of recruitment – techniques - Selection – concept – steps in selection process
– Placement – concept – Induction – concept – objectives – advantages – induction in Indian
industries – contents of induction programme.

Unit III: Developing Human Resources

Executive development - concept – objectives – process - methods and techniques -
principles of executive development - career planning - objectives - process of career planning -
Employee empowerment - concept - elements - approaches- barriers –making empowerment
effective.

Unit IV: Maintaining and Retaining Human Resources

Transfer – concept – need and objective – types – Promotion - concept – criteria for
promotion – Employee separations and Employee retention – employee welfare – concept -
significance – types of welfare services.

Unit V: Human Resource Management in a Changing Environment

Economic Liberalization and HRM – HRM in Paramedical service sector – work force
diversity – downsizing – exit policy - voluntary retirement scheme – sexual harassment – ethical
issues in HRM – Quality of worklife - changing role of HRM in enhancing QWL.



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COURSE WORK FOR PH.D RESEARCH SCHOLAR
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References:

1. Shashi K. Gupta and Rosy Joshi,(2016),“Human Resource Management:Text and cases”, Seventh Revised Edition, Kalyani Publishers, New Delhi.
2. Subba Rao P, (2008), “Essentials of Human Resource Management and Industrial Relations - Text,Cases& Games”, Third Revised Edition, Himalaya Publishing House, New Delhi.
3. Mamoria C.B and Gankar S.V.,(2008), “A Text Book of HRM”, Twenty eighth Edition, Himalaya Publishing House, Delhi.
4. ArunManoppa and Mirza Saiyadain.,(2006),”Personnel Management”, Second Edition, Tata MC Graw HillPublishing Company Limited, New Delhi.



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

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RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN TAXATION

(For full-time Ph.D. Research Scholar Mrs. S.Gurupriya under the supervision of Dr.K.Rajeswari)

Unit – I: Introduction

Introduction to Income tax- Income tax act- important definitions – concept of gross total
income – deductions and exemptions – tax rates

Unit – II: Filing of returns

Filing of returns – types of return – PAN and Mandatory Quoting – assessment and its
types – rectification of mistakes.

Unit – III: E- Filing of returns

E- Filing of returns – Process and procedure involved – provisions and regulatory
measures.

Unit – IV: Income tax authorities

Income tax authorities – Powers, duties and responsibilities of Income tax authorities

Unit – V: Tax Collection procedures

Collection of tax – deduction of tax at source – advance payment of tax – refund of tax –
appeals and revisions.

Reference Books:

1. Gaur V.P., Narang, D.P., “Income Tax – Law and Practice”, Kalyani Publishers,
Ludhiana.(Current Edition Relevant to the Assessment Year)
2. DinkarPagare, “Income Tax – Law and Practice”, Sultan Chand & Sons, New
Delhi.(Current Edition Relevant to the Assessment Year)



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RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN INVESTMENT MANAGEMENT

(For part-time Ph.D. Research Scholar Mrs. J.Arun Nandhini

under the supervision of Dr.K.Rajeswari)

Unit I: Introduction

Investment – classification of investment – speculation – gambling – factors favouring investments - essential features of investment programme - investment process – Commodities Market- investment alternatives: Gold and silver, real Estate, contingent investments, life insurance, bank deposits, post office savings schemes, mutual fund scheme, stock certificates, government securities.

Unit II: New Issue Market and Stock Exchange in India

New Issue Market: Functions – origination – underwriting - methods of underwriting – public issue – right issue – parties in new issue market – problems

Stock Exchange: Characteristics – origination – organization and management of stock exchanges – important stock exchanges in India – listing of securities – advantages – listing demerits – functions of stock exchange - stages involved in trading in stock exchange - Securities Exchange Board of India (SEBI) – Online Trading.

Unit III: Security Valuation

SEBI guidelines for new issues – SEBI guidelines for development of financial institutions – preference share valuation – methods of valuations of equity shares - stock dividend – difference approaches for calculating the value of shares – bond valuation and valuation of convertible debentures.

Unit IV: Fundamental Analysis

Book value – market value – going concern value – liquidating value - capitalized value – intrinsic value - Economic analysis – infrastructural analysis – company analysis – use of ratio analysis – liquidity ratios – profitability ratios – fundamental valuation models - company financial statements – Risk analysis.



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

Unit V: Derivatives

Options – put option – call option – spread – straddle – advantages of options – limitations – valuation of options – characteristics of options - futures – forwards and futures – difference between forwards and futures – distinction between futures and options.

References

1. Preeti Singh L (2018), Investment Management”. Himalaya Publishing House, 20th Revised Edition.
2. Amita Seth (2012), “Investment Management – A modern Approach”, Pearl Books, New Delhi, 1st Edition.



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DEPARTMENT OF COMMERCE
COURSE WORK FOR PH.D RESEARCH SCHOLAR
Ph.D in COMMERCE

Research Supervisor & Guide : Dr.K.Rajeswari,
Associate Professor and Head,
Research Centre in Commerce,
SFR College for Women, Sivakasi.

Researcher Name : A.Josephine Stella,
Assistant Professor,
Research Centre in Commerce,
SFR College for Women, Sivakasi.

Ph.D Register No : P8772

Course Work Title : Marketing Management

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI

Research Centre in Commerce
Ph.D., - Course Work – Area Paper
Marketing Management

Unit I : Marketing and Marketing Management: An Introduction

Marketing and Marketing Management: Evolution of marketing concept, Modern Marketing concept, Different approaches to management, Elements or Functions of Marketing, Features and objectives of marketing, Importance of marketing, Scope of marketing, marketing process, Social marketing. Meaning, definition, scope, nature and importance of marketing management - Functions of marketing manager or marketing management - Distinguish between sales management and marketing management - tasks of marketing management.

Unit II : Marketing Mix and Market Segmentations

Marketing Mix: Meaning and definition of marketing mix - Elements of marketing mix - factors affecting marketing mix.

Market Segmentation: Importance and benefits of market segmentation- bases for market segmentation - alternative strategies towards market segmentation- elements of market segmentation - market targeting - market positioning - positioning strategies.



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Unit III : Consumer Behaviour

Consumer Behaviour – need – kinds of markets – consumer decision behavior – factors influencing consumer buying behaviour – buying decision process – buying motives of consumers – consumer buying behavior theories.

Unit III : Product Planning and Development, Pricing

Product: Meaning, definition, characteristics and types of products - product mix - dimension of product mix - product mix strategies - product life cycle stages - product planning - stages in new product development - test marketing - product modification - product elimination - product diversification.

Pricing: Meaning and role of pricing - types of pricing - pricing in theory and practice - management of pricing - selecting a pricing method.

Unit IV - Personal Selling, Advertising and Sales Promotions

Personal Selling: Meaning and definition - Difference among personal selling, advertising and sales promotion - factors affecting personal selling decisions.

Advertising: Definition - elements - functions - advantages - kinds of advertising - advertising media - direct advertising - advertising agency.

Sales promotion: Definition and meaning - types of sales promotion programmes.

Unit V - E-Marketing

Emergence of E-marketing, meaning and definition of e-marketing, meaning, definition and benefits of e-business - e-marketing role in the business environment - environmental factors affecting e-marketing (legal, technical factors and market related factors). Strategic e-marketing: strategic planning - strategic objectives - e-business strategy - e-marketing strategy - business models and e-business models - internet business models - e-business models at various levels of commitment. Performance metrics - the balanced scorecard - benefits and application of balanced scorecard to e-business and e-marketing.

Reference

1. Gupta C.B., & Rajan Nair .N.,(2017), “Marketing Management”, Sultan Chand & Sons, New Delhi, 17th edition, Reprint.
2. Philip Kotler & Keller K L., (2016), “Marketing Management”, Prentice Hall of India Private Limited, New Delhi, 15th edition.
3. Strauss (Sudy)(2012), “E-Marketing”, PHI Learning Private Ltd., New Delhi, 6th Edition.



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DEPARTMENT OF COMMERCE

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4. Jain J.N., & Singh P.P., (2007), "Modern Marketing Management Principles and Techniques", Regal Publications, New Delhi, 1st edition.
1. Sherlekar S.A. & Krishnamoorthy (2017), "Marketing Management", Himalaya Publishing House, Mumbai, 14th Revised edition.
6. Vasu Deva (2003), "Search for excellence - E-Marketing", Commonwealth Publishers, New Delhi, 1st edition.
7. Gupta S.L. & Ratna, V.V (2004) "Advertising and Sales Promotion Management", Sultan Chand, New Delhi, 1st edition.
8. Sople (Vinod V) (2011), "E-marketing text and cases", Biztantra, New Delhi, 1st Edition.



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DEPARTMENT OF COMMERCE

COURSE WORK FOR PH.D RESEARCH SCHOLAR

Ph.D in COMMERCE

GUIDE NAME : Dr. K. RAJESWARI

SCHOLAR NAME : V. VISHNUPRIYA

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN,
SIVAKASI.
RESEARCH CENTRE IN COMMERCE
PART-TIME (COMMERCE)
COURSEWORK- AREA PAPER
Marketing Management

Marketing Management

Unit – I - Marketing

Meaning of marketing – micro marketing – macro marketing – nature, scope, importance of marketing – evaluation of marketing concept –market segmentation – bases and methods of market segmentation – marketing mix - marketing management – functions.

Unit II - Product and Price

Product planning – product objectives and policies – product mix – product line, product standardization and simplification – new product development – Product Life Cycle – pricing objectives and policies – kinds of pricing decisions – problems in pricing – price discrimination.

Unit III - Consumer Behaviour

Consumer Behaviour: factors influencing buyer behaviour - buying decision process — stages of buying decision process – Participants in the Buying Process – Models and Role of Models – types of model – Monadic models of Consumer behaviour – Eclectic or Multivariable Models – Differences between Personal consumer and Industrial Consumer.

Unit IV - E-Marketing

Emergence of E-marketing, meaning and definition of e-marketing, meaning, definition and benefits of e-business - e-marketing role in the business environment - environmental factors affecting e-marketing (legal, technical factors and market related factors). Strategic e-marketing: strategic planning - strategic objectives - e-business strategy - e-marketing strategy - business models and e-business models - internet business models - e-business models at various levels of commitment.

Unit – V Marketing of Granite Stone

Nature of granites - Global recognition of Indian granites - Granites in India - Export trend of granites - Granites in Tamilnadu - Problems of Indian granite stone industry - Future of granite stones.

Reference:

1. Philip Kotler & Keller K L., (2005), "Marketing Management", Prentice Hall of India Private Limited, New Delhi, 12th edition.
2. Jain J.N., & Singh P.P., (2007), "Modern Marketing Management Principles and Techniques", Regal Publications, New Delhi, 1st edition.
3. Sherlekar & Gordon, (2006), "Marketing Management", Himalaya Publishing House, Mumbai, 1st edition.
4. Gupta C.B., & Rajan Nair .N.,(2008), "Marketing Management", Sultan Chand & Sons, New Delhi, 10th edition.
5. Vasu Deva (2003),"Search for excellence - E-Marketing", Commonwealth Publishers, New Delhi, 1st edition.
- 6 S. L.Gupta & V.V.Ratna (2004)"Advertising and Sales Promotion Management", Sultan Chand, New Delhi, 1st edition.

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RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN MARKETING MANAGEMENT

(For part-time Ph.D. Research Scholar Mrs. S. Saraswathi under the supervision of
Dr.K.Rajeswari)

Unit I : Marketing and Marketing Management: An Introduction

Marketing and Marketing Management: Evolution of marketing concept, Modern Marketing concept, Different approaches to management, Elements or Functions of Marketing, Features and objectives of marketing, Importance of marketing, Scope of marketing, marketing process, Social marketing. Meaning, definition, scope, nature and importance of marketing management - Functions of marketing manager or marketing management - Distinguish between sales management and marketing management - tasks of marketing management.

Unit II : Marketing Mix and Market Segmentations

Marketing Mix: Meaning and definition of marketing mix - Elements of marketing mix - factors affecting marketing mix.

Market Segmentation: Importance and benefits of market segmentation- bases for market segmentation - alternative strategies towards market segmentation- elements of market segmentation - market targeting - market positioning - positioning strategies.

Unit III :Consumer Behaviour

Consumer Behaviour – need – kinds of markets – consumer decision behavior – factors influencing consumer buying behaviour – buying decision process – buying motives of consumers – consumer buying behavior theories.

Unit III :Product Planning and Development, Pricing

Product: Meaning, definition, characteristics and types of products - product mix - dimension of product mix - product mix strategies - product life cycle stages - product planning - stages in new product development - test marketing - product modification - product elimination - product diversification.

Pricing: Meaning and role of pricing - types of pricing - pricing in theory and practice - management of pricing - selecting a pricing method.



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Unit IV - Personal Selling, Advertising and Sales Promotions

Personal Selling: Meaning and definition - Difference among personal selling, advertising and sales promotion - factors affecting personal selling decisions.

Advertising: Definition - elements - functions - advantages - kinds of advertising - advertising media - direct advertising - advertising agency.

Sales promotion: Definition and meaning - types of sales promotion programmes.

Unit V - E-Marketing

Emergence of E-marketing, meaning and definition of e-marketing, meaning, definition and benefits of e-business - e-marketing role in the business environment - environmental factors affecting e-marketing (legal, technical factors and market related factors). Strategic e-marketing: strategic planning - strategic objectives - e-business strategy - e-marketing strategy - business models and e-business models - internet business models - e-business models at various levels of commitment. Performance metrics - the balanced scorecard - benefits and application of balanced scorecard to e-business and e-marketing.

Reference

1. Gupta C.B., & Rajan Nair .N.,(2017), "Marketing Management", Sultan Chand & Sons, New Delhi, 17th edition, Reprint.
2. Philip Kotler & Keller K L., (2016), "Marketing Management", Prentice Hall of India Private Limited, New Delhi, 15th edition.
3. Strauss (Sturdy)(2012), "E-Marketing", PHI Learning Private Ltd., New Delhi, 6th Edition.
4. Jain J.N., & Singh P.P., (2007), "Modern Marketing Management Principles and Techniques", Regal Publications, New Delhi, 1st edition.
5. Sherlekar S.A.&Krishnamoorthy(2017), "Marketing Management", Himalaya Publishing House, Mumbai, 14thRevised edition.
6. Vasu Deva (2003),"Search for excellence - E-Marketing", Commonwealth Publishers, New Delhi,1st edition.
7. Gupta S.L.&Ratna,V.V (2004)"Advertising and Sales Promotion Management", Sultan Chand, New Delhi,1st edition.
8. Sople (Vinod V)(2011), "E-marketing text and cases", Biztantra, New Delhi, 1st Edition.



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RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN MARKETING MANAGEMENT

(For part-time Ph.D. Research Scholar Mrs. Gowri under the supervision of Dr.M.Jevalakshmi)

Unit – I: Introduction

Key concepts in marketing – Meaning of Marketing – Micro and Macro – Nature of Marketing – Functions of Marketing – Process of Marketing Management – Distinction between Marketing and Selling – Recent innovations in modern marketing – Marketing Environment – Micro Environment – Controllable and Uncontrollable Forces – Macro Environment.

Unit – II: Market Segmentation and Marketing Research

Concept of Market Segmentation – Requirements of Effective Segmentation – Benefits and Limitations of Market Segmentation – Bases or Methods of Market Segmentation – Levels of Market Segmentation Strategies – Meaning of Marketing Mix – Elements of Marketing Mix – Determining the Marketing Mix.

Meaning and Nature of Marketing Research – Objectives and Functions of Marketing Research – Elements of Marketing Research – Advantages and uses of Marketing Research – Limitations of Marketing Research – Process of Marketing Research – Meaning of Marketing Information System – Kinds of Marketing Information System – Sales Forecasting Methods.

Unit – III: New Product Development & Consumer or Buyer Behaviour

Meaning of Product Development – Types of New Products – Importance of New Products – Steps in New Product Development – Product Life Cycle – Product Differentiation.

Pricing Policies and Methods – Kinds of Pricing Decisions. Consumer – Need for understanding Consumer Behaviour – Consumer Decision Behaviour – Factors influencing Consumer Buying Behaviour – Consumer Buying Decision Process – Buying Motives of Consumers – Types of Buying Decisions.

Unit – IV: Recent Issues and Developments in Marketing

Social Marketing – Types of Social Marketing - Direct Marketing – Major Channels for Direct Marketing – Advantages of Direct Marketing - Online Marketing – Benefits of Online Marketing – Online Marketing Channels – Relationship Marketing – Green Marketing – Importance of Green Marketing – Problems in Green Marketing.



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Unit – V: Marketing of Services

Introduction – Bank Marketing – Marketing Mix – Tourism Marketing – Marketing Mix
– Hospital Marketing – Marketing Mix – Airline Marketing – Marketing Mix.

Reference Books:

1. Chandrasekar K.S. (2013), “Marketing Management Text and Cases”, Vijay Nicole Imprints Private Limited, Chennai.
2. Govind Apte (2014), “Services Marketing”, Oxford University Press, New Delhi.



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RESEARCH CENTRE IN COMMERCE
Course work- Area paper

Syllabus

MARKETING

Unit I:

Marketing and Marketing Management

Meaning - Definition - Scope & Importance of marketing - Marketing concept & its Evolution - Modern Marketing Concept - Marketing Process - Marketing Mix - Elements of marketing mix – Factors affecting marketing mix - Market Information System - Importance of MIS - Market Segmentation – Importance & Benefits of market segmentation - Bases for market segmentation - Market segmentation procedure

Unit II:

Marketing Research

Meaning - Definition - Scope - Elements - Importance - Marketing Research Process - Areas of Marketing research - Techniques of research - Marketing research programme for marketing a new product - Organisational structure for marketing research - Marketing research & Information Network (AGMARKNET)

Unit III:

Agricultural Marketing

Introduction - Structure and type of agricultural market - Marketing Finance - Channels - Procedures - Marketing Conduct - Facilities - Defects of Agricultural Marketing - Benefits of Agricultural Marketing - Lines of improvement (Steps taken by the Government to improve the working of the marketing system in India)

Unit IV:

Production and Marketing of Agricultural Products

System concept of production - Types of production system - Classification of Agri-Products - Features of Agri-Products - Differentiation between Agri-Products and Manufactured Goods - Marketing of agricultural products - Challenges in marketing of agricultural produce



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Marketing of Beverage Crops

Marketing of beverage crops - Tea - Tea Culture - Preparation for the market -
Classification and grading of tea - Indian Tea Marketing Expansion Board - Marketing of Tea

Unit V:

TANTEA

Origin - Objectives / Functions - Activities: Tea Culture - Tea Production Process -
Business procedures and rules - Powers and duties of officers and employees - The Market
and TANTEA - Labour Welfare

References:

1. Memoria C B, Suri R K, Satish Mamoria (2009), "Marketing Management", Kitab Mahal, Allahabad.
2. Philip Kotler, (2001), "Marketing Management", Prentice Hall of India Private Limited, New Delhi.
3. Sherlekar S A, Nirmala Prasad K, Salvadore Victor S J, "Principles of Marketing", Himalaya Publishing House, Mumbai.
4. Balram Dogra, Karminder Ghuman, "Rural Marketing Concepts and Practices", Tata McGraw Hill Publishing Company Limited, New Delhi.
5. Rajagopal, "Planning Agricultural Marketing in India", Rainbow Publications, Coimbatore.
6. Memoria C B, "Principles and Practices of Marketing in India", KITAP Mahal.
7. Panneerselvam R, "Production and Operations Management", PHI Learning Private Limited, New Delhi.

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RESEARCH CENTRE IN COMMERCE

SYLLABUS FOR COURSE WORK IN BANK MANAGEMENT

(For Full-time Ph.D. Research Scholar Mrs. R.Hemalatha
under the supervision of Dr.M.Jeyalakshmi)

Unit I: Introduction to banking

Banking – classification of banks in India - functions of commercial banks – modern banking services – role of banks in economic development – role of State Bank of India.

Unit II: Management of banks

Introduction - objectives - evolution of management process - functional areas - business planning – organizational planning Vs human resource planning in banks – human resource development - MBO in banks – characteristics – benefits – limitations – MBO process - steps – essentials of MBO in banks -MBO programme at branch level.

Unit III: CRM in Banks

Customer Relationship Management - Customer needs – public expectations - banks and customer service: deposit accounts, loans and advances and ancillary services – customer service: Ways to improve customer service - promotional programmes and sale of bank services - marketing research and customer analysis.

Unit IV: Management of Non – Performing Assets

Introduction - Non-Performing Assets – definition - classification of NPA – reasons for NPAs in banks- warning signals of Non-Performing Assets - measures to overcome NPAs - rehabilitation of sick units – guidelines on purchase/sale of non performing financial assets – Credit Guarantee Fund Trust for Small Industries (CGFTSI).

Unit V: Bank Audit / Risk Management

Risks in banking business-types of risk - risk assessment-risk management- internal audit, asset liability management, capital adequacy and Basel Norms and core banking solutions norms-audit of banks, principles of audit concept of CAMELS-statutory audit -appointment of



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Ph.D in COMMERCE

auditors-audit-report-other certificates / reports-internal control system- internal audit-risk based
internal audit- revenue audit-concurrent audit-stock audit-external auditor and audits.

Reference

1. Vasant Desai, (2017), “Bank Management”, Himalaya Publishing House, Mumbai, First Edition, Reprint.
2. Arunajatesan S. and Radhakrishnan,S., (2015), “Bank Management”, Margham publications, Chennai, Reprint.
3. Srivastava R.M. &Divya Nigam (2012), “Management of Indian Financial Institutions”, Himalaya Publishing House, Mumbai, Reprint.
4. Tannan M.L., (2011), “Students’ Guide to Banking Law and Practice in India” India Law House, Connaught Place, New Delhi.
5. Agarwal O.P., (2010), “Modern Banking of India”, Himalaya Publishing House (P) Ltd., Mumbai, First Edition.



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RESEARCH CENTRE IN COMMERCE

Ph.D. COURSE WORK

HUMAN RESOURCE MANAGEMENT

SYLLABUS

Unit – I Introduction

Meaning and definition of HRM- Functions of HRM-Nature of HRM-Scope of HRM- Importance of HRM-Features of HRM – Objectives of HRM – Trends in HRM – Organisation of HR departments – Role of HR managers – Qualities and qualifications of HR managers- role of HR departments in textile units.

Unit- II HR Planning, Recruitment and Placements

HR Planning – Meaning, objectives, process – Recent trends in HRP - Recruitment and selection process : Employment planning and forecasting – building employee commitment : promotion from within – sources, developing and using application forms – Induction. Employee testing and Selection: selection process, basic testing concepts, types of test work samples and simulation, selection techniques, interview, common interviewing mistakes, designing and conduction the effective interviews in textile industries.

Unit – III Training, Development and Appraisal

Orientation and Training: Orienting the employees, training process, need analysis, training techniques, Developing Managers: Management development – the responsive managers – on-the-job and off-the-job development techniques using HR to build a responsive organization. Performance Appraisal: Methods – problems and solutions relating to textile units – performance appraisal in practice. Managing Careers: Career planning and development – Managing promotions and transfers.

Unit –IV Compensation, Labour relations & employee security

Basics of compensation – factors determining pay rate- current trends in compensation- job evaluation- pricing managerial and professional jobs- computerized job evaluation. Labour relations and Employee Security: Industrial relation – discipline administration – grievances handling- managing dismissals and separation. Labour Welfare: importance & implications of labour legislations in textile units – Issues relating to employee health.



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Unit – V Quality of Work Life

Motivation : Definition – objectives – Theories of motivation – job satisfaction : Meaning – factors of job satisfaction. Morale: definition – importance of morale – individual and group morale – factor affecting morale- maintenance of morale – improvement of morale. QWL: Meaning –specific issues in QWL of textile labour & productivity.

References

- Subba Rao P.(2011), Personnel and Human Resource Management, Himalaya Publishing House, Mumbai, First Edition, Latest Reprint.
- Aswathappa K. Third Reprint (2011), Human Resource Management, Tata McGraw Hill Education Pvt.Ltd., New Delhi.
- Khanka S.S (2013), Human Resource Management, S.Chand and Co. ltd, New Delhi, Reprint.
- Jayasankar J. (2013), Human Resource Management, Margham Publications, Chennai.
- Prasad L.M. (2010), Human Resource Management, S.Chand and Co. ltd, New Delhi, Reprint.

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