

With effect from the academic year 2018-19  
Subject: Sociology

V-SEMESTER

(6 Hours of Teaching per Week)

## Paper 5.2: RESEARCH METHODOLOGY

- i. **Introduction** (10 Hours)
- Meaning and Importance of Social Research
  - Science – Pure and Applied
  - Types and Methods of Social Research-Pure and Applied, Survey and Case Study.
- ii. **Tools of Social Research** (10 Hours)
- Concepts
  - Theory
  - Hypotheses
  - Facts
- iii. **Research Design** (10 Hours)
- Meaning and Importance
  - Types of Research Design
  - Sampling-Importance and Types
- iv. **Methods of Data Collection** (10 Hours)
- Data-Meaning and Sources of Primary and Secondary Data
  - Primary Data Collection, Observation, Interview and Questionnaire
  - Secondary Data Sources
- v. **Analysis and Report Writing** (10 Hours)
- Editing, Coding and Tabulation
  - Analysis and Interpretation
  - Report writing
- vi. **Uses of Computer in Research** (10 Hours)
- Importance of Computer in Social Research
  - ICT- Internet Usage, Smart Phone.
  - Data Processing on Computer (SPSS Package)

**References:**

- Ram Ahuja (2001): Research Methods, Rawat Jaipur  
 Baily Kenneth (1998): Methods of Social Research, John Wiley & Sons, New York.  
 Bose Pradi Kumar (1995): Research Methodology New Delhi ICSSR  
 David Dooley (1997): Social Research Methods, Prentice Hall, New Delhi.  
 Goode William J & Hatt Paul K (1952): Methods of Social Research, McGraw Hill, New Delhi  
 Hughes, John. (1987): The Philosophy of Social Research. London: Longman.  
 Jayram N. (1989): Sociology Method and Theory Madras: Macmillian  
 Kothari C.R. (1989): Research Methodology-Methods and Techniques. Bangalore: Wiley Eastern  
 Madge, John. (1970): The Origins of Scientific Sociology. London: Tavistock.  
 Marsh Catherine (1988): Exploring Data Cambridge Polity Press  
 Moser CA & Kalton G (1971) Survey Methods in Social Investigations, ELBS & Heinemann, London  
 Mukherjee P N (eds) (2000): Methodology of Social Research: Dilemmas and Perspectives New Delhi Sage  
 Popper K. (1999): The Logic of Scientific Discovery. London: Routledge.  
 Srinivas, M.N. and A.M. Shah (1979): Field Worker and the Field. New Delhi: Oxford References.  
 Young P.V. (1988): Scientific Social Surveys and Research. New Delhi: Prentice Hall



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# MASTER OF COMMERCE

## SEMESTER-I

Course Code: (M.Com. Core: I-3)

### MARKETING MANAGEMENT

**Objectives :** To facilitate the students to understand the conceptual framework of marketing and application of marketing concepts in decision making under various environmental constraints.

**Pedagogy :** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

**Teaching Hours per Week :** 4                      **Credits :** 4  
**Examination Duration :** 3 Hours              **Maximum Marks :** 100

**Module-1: Introduction to Marketing and Marketing Environment:** Need to Study Marketing - Approaches to Study Marketing- Definitions of Marketing Management - Core Concepts - New Concepts - Marketing Environment - Marketing Systems-Macro-Micro Variables; Case Studies

**Module-2: Marketing Research:** Meaning and Definitions - Areas of Application - R&D Department and Marketing Research - Types of Data - Methods of Conducting Research- Field Investigation - Observation-Experimentation - Desk Research - Procedure for doing Systematic Research. Case Studies

**Module-3: Market Segmentation:** Need for Segmentation - Guidelines for Selecting a Target Market - Bases of Market Segmentation: Behaviouristic Bases and Non-behaviouristic Bases-Segmentation Strategies. Case Studies

**Module-4 Consumer Behaviour:** Input-Output Model-Pre-Purchase Behaviour Models-(A)Psychological Models- Maslow's Hierarchy of Needs; Pavlovian Learning Model; Sigmund Freudian Psycho-analytical Model- - (B)Economic Model-Alfred Marshallian Model- (C) Sociological Model-Veblen's Model Post-Purchase Behaviour Models- Leon Festinger's Theory of Cognitive Dissonance, Swan and Comb's Expectations - Performance Theory - **Organizational Buyer Behaviour Model-** Hobbesian Model. Case Studies

**Module-5: Marketing: Mix**Product Decisions-Product Life Cycle and New Product Development and Related Strategies; **Pricing Decisions-**Pricing Policies and Strategies; **Channel Decision-**Channel Selection and Channel Policies; **Promotional decisions-**Sales Promotion and Advertising. Case Studies.

**Module-6: Services Marketing:**Meaning-Product Marketing Vs. Services Marketing-Characteristics of Service. Marketing Mix Strategies for Services.



# MASTER OF COMMERCE

## SEMESTER-I

Course Code: (M.Com, Core: I-1)

### BUSINESS POLICY AND ENVIRONMENT

**Objectives** : To acquaint the students with the National and Global Environment pertaining to Business.

**Pedagogy** : A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

<b>Teaching Hours per Week</b>	: 4	<b>Credits</b>	: 4
<b>Examination Duration</b>	: 3 Hours	<b>Maximum Marks</b>	: 100

**Module-1: Introduction to Business Environment:** Introduction, Meaning and Definitions of Business Environment, Nature, Scope and Importance of Business Environment, Environmental Scanning and Monitoring, Business policy Internal Environment and External Environment, Micro and Macro Environment, Economic Environment, Political Environment, Socio- cultural Environment, Demographic Environment, Legal Environment, Technological Environment, an overview of Global Business Environment.

**Module-2: Government Intervention in Business:** Theory of Government Intervention in Business, Nature of Government Intervention in India, Roles of Government - Regulatory, Promotional, Entrepreneurial and Planning, and Recent Trends.

**Module -3: Micro, Small, and Medium Enterprises:** Introduction, Definitions of MEMEs, Rationale of MSMEs, Growth evaluation, Problems, Programmes for MSMEs Development, Recent measures.

**Module -4 : Industrial Sickness:** An overview of Sickness in Small Scale Industrial Units and Public Sector Enterprises, Causes for Sickness, Magnitude and Remedial Measures, Important Provisions of Sick Industrial Companies, (Special Provisions) Act, 1985, NCLT- Powers and Functions.

**Module - 5: Competition Act, 2002:** Introduction, Definitions, Consumer, Enterprise, Goods, etc; Prohibition of Certain Agreements, Abuse of Dominant Position and Regulation of Combinations; Competition Commission of India - Duties, Powers and Functions of Commission; Duties of Director General; Competition Appellate Tribunal and Recent Changes.

**Module-6: Consumer Protection Act, 1986:** Introduction, Objectives, Applicability, Consumer and Rights of Consumers, Nature and Scope of Remedies available to Consumer and Recent Changes.



# MASTER OF COMMERCE

## SEMESTER-I

Course Code: (M.Com. Elec: I – 6.3)

### 3. BANKING AND INSURANCE

#### VI. BANK MANAGEMENT

**Objectives:** To impart knowledge regarding the nature of banking business, organizing and managing of banks, and Bank Management.

**Pedagogy:** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

**Teaching Hours per Week:** 4; and **Credits:** 4

**Examination Duration:** 3 hours and **Maximum Marks:** 100

#### **Module-1: Nature of Banking Business**

Banking and Others Financial Institutions In India: Official Regulations and Control over Banks and Other Financial Institutions: Socio-economic Environment and Socio Obligations of Banks in India; An Overview of Monetary System in India Recent Development and Current Issues, Problems in Bank Management in India; Branch Location, Policies and Decisions.

#### **Module-2: Organizing and Managing Banks**

Alternative Organizational Structure of Banks; Forms of Banking – Unit Banking, Branch Banking, Group Banking, Chain Banking, Satellite and Affiliate Banking, and Correspondent Banking; Organizational Structure of Banks and Relative Advantages and Disadvantages. Management of Rural Branches.

#### **Module-3: Financial Management in Commercial Banks**

Management of Liabilities; Management of Assets; Expenditure Control and Profitability.

#### **Module-4: Process of Bank Management**

Planning, Organizing; co-ordination; Motivation: Control.

#### **Module-5: Organizational Structure of Commercial Banks in India**

Departmental Set-up Delegation of Authority, Internal Control and Information System.

#### **Module-6: Manpower Planning**

Employment Selection; Appraisal and Promotion Banking Education, Training and Research.

#### **References:**

1. Agarwal H N, **A Portrait of Nationalized Banks - A Study with Reference to Their Social Obligations**, Inter India Publications, New Delhi.
2. Fhitglakar R K, **Disciplinary Action in Banks**, Himalayas Publishing House, Delhi.
3. Ghotgalkiar, R K, **Service Condition of Bank Employees**, Himalaya Publishing House, Delhi.
4. Joshi, Vasant, C, **Managing India Banks- The Challenges Ahead**, Response Books(A Division of Sage Publications) New Delhi,
5. Merrill, **Financial Planning in the Bank**, McMillan India, New Delhi.
6. Raut K C and Dass S K, **Commercial Banks in India: Profitability, Growth and Development**, Kanishka publishing Distributors, New Delhi.
7. Reed, E W, **Commercial Bank Management**, Harpet and Row Publishers, New York.
8. Shubha Rao, P, **Principles and Practice of Bank Management**, Himalaya Publishing House, Delhi.
9. Srivastava, R M, **Management of India Financial Institutions**, Himalaya Publishing House, Delhi.
10. Sundaram, K P M., **Banking Theory, Law and Practice**, Sultan Chand, New Delhi.
11. Vasant Desai, **Principles of Banking Management**, Himalaya Publishing House, Delhi.



**MASTER OF COMMERCE****SEMESTER-III**

Course Code: (M.Com. Core: III - 1)

**STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Objectives :** The objective of the course is to acquaint the students with the techniques and principles to manage human resource of an organization and to employ these techniques to harness the best of each individual working in the organization.

**Pedagogy :** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

<b>Teaching Hours per Week</b>	: 4	<b>Credits</b>	: 4
<b>Examination Duration</b>	: 3 Hours	<b>Maximum Marks</b>	: 100

**Module-1: Introduction**

Meaning and Definition, Scope, Objectives of Human Resource Management, Evolution and Functions of Human Resource Management.

**Module-2: Human Resource Planning**

Meaning and Importance of Human Resource Planning, Process of Human Resource Planning, Objectives of Human Resource Planning - Job Analysis: Meaning, Importance, Purpose and Techniques of Job Analysis; Job Description and Job Evaluation - Techniques, and Job Design.

**Module-3: Recruitment, Selection and Training**

Meaning and Definition, Factors Affecting Recruitment, Sources of Recruitment (Internal and External), Basic Selection Model, Psychological Tests for Selection; Meaning and Definitions of Training, Importance, Need for and Methods of Training, Succession Planning.

**Module-4: Organizational Strategy, Structure, Culture and Policy**

Approaches to Strategic Human Resource Management, Strategic Human Resource Management and Business Strategy, Strategic Human Resource Management Strategy, Structure, Culture and Policy, Organizational Culture and Human Resource Management, Human Resource Management Structures and Policy, Formulation of Human Resource Strategies, Strategic Fit, Strategic Human Resource Management Models.

**Module-5: Human Resource Information Management System**

Need for Human Resource Information Management System, Nature and Benefits of Human Resource Information Management System, Types of Human Resource Information Management System Data, Strategic Human Resource Planning and Human Resource Information Management System, Productive Human Resource Information Management System.

**Module-6: Compensation Management**

Meaning and Definitions of Compensation Management, Objectives, Principles, Factors Influencing Wage Fixation, Incentives and Fringe benefits, Morale and Productivity, Determination of Compensation.

**Module-7:** Performance Appraisal - Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers Participation in Management.

**References:**

1. Aima, (1985) **Performance Appraisal - Theory and Practice**, Vikas Management Series, New Delhi
2. Alan Nankering, Robert Compton, Arian Biard, **Strategic Human Resource Management**, TMH.
3. Beardwell and Len Holder, (1996) **Human Resource Management**, Macmillan India Ltd.
4. Edwin Flippo, (1976) **Principles of Personnel Management**, Tata McGraw Hill.
5. Graham, H.T., and R. Bennett, (1995) **Human Resources Management**, Pitman, London.
6. Hersey and Blanchard, (1988) **Management of Organizational Behaviour**, PHI.
7. Luis R. Gomez Mejia, David B. Balkin and Robert L. Cardy, (2012) **Managing Human Resources**, PHI.
8. Memoria C.B., (2002) **Personnel Management**, Himalaya Publishing House.
9. Michael Armstrong, (2006) **A Handbook of Human Resource Management Practice**, Kogan Page Publishers.
10. Straus and Sayles, (1977) **Managing Human Resources**, Prentice Hall Inc.



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# MASTER OF COMMERCE

## SEMESTER-III

Course Code: (M.Com. Core: III-3)

### SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

**Objectives :** The objective of this course is to enable the students to learn various Methods of building portfolios, evaluation, and revision under various economic environmental constraints.

**Pedagogy :** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, problem solving, etc.

<b>Teaching Hours per Week</b>	: 4	<b>Credits</b>	: 4
<b>Examination Duration</b>	: 3 Hours	<b>Maximum Marks</b>	: 100

**Module-1: Introduction to Securities**

Markets for Securities and Taxes.

**Module-2: Investment Management**

Nature and Scope - Investment Planning - Investment Avenues - Types of Financial Assets - Components of Investment Risks - Measurement of Expected Return and Risk of Investment Securities.

**Module-3: Portfolio Management**

Meaning, Importance, Objectives and Various Issues in Portfolio Construction, Revision of Portfolio and Evaluation.

**Module-4: Portfolio Analysis**

Estimating Rate of Return and Standard Deviation of Portfolio Returns: Effects of Combining Securities, Markowitz Risk - Return Optimization.

**Module-5: Single Index Model**

Portfolio Total Risk, Portfolio Market Risk and Unique Risk; Sharpe's Optimization Solution.

**Module-6: Capital Market Theory**

Capital Market Line, Security Market Line: Risk Free Lending and Borrowing; Recent Developments

**Module-7: Factor Models**

Arbitrage Pricing Theory, Principle of Arbitrage, Arbitrage Portfolios: Two Factor and Multi Factor Models.

**Module-8: Portfolio Performance Evaluation**

Measure of Return, Risk Adjusted Measures of Performance Evaluation, Market Timing, Evaluation Criteria and Procedures.

**Module-9: Market Efficiency**

Concept, Importance and Status of Indian Capital Market.

**References:**

1. Barua, Raghunathan and Verma, **Portfolio Management**, Tata McGraw Hill, New Delhi.
2. Clark, James Francis, **Investment - Analysis and Management**, McGraw Hill, International Edition, New York.
3. Elton Edwin J, Gumber Martin J, **Modern Portfolio Theory and Investment Analysis**, John Wiley, New York.
4. Fabozzi, Frank J, **Investment Management**, Prentice Hall, International Edition, New York.
5. Fischer, D E and Jordan R J, **Security Analysis and Portfolio Management**, Prentice Hall, New Delhi.
6. Sharpe, William F, Fordon J Alexander and J V Bailly, **Investments**, Prentice Hall, New Delhi.
7. Sharpe, William F, **Portfolio Theory and Capital Markets**, McGraw Hill, New York.
8. Strong, Robert, **Portfolio Construction: Management and Protection**, West Publishing Company.



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## MASTER OF COMMERCE

### SEMESTER-IV

Course Code: (M.Com. Core: IV-1)

### ENTREPRENEURSHIP DEVELOPMENT

**Objectives** : To make the students understand the importance of entrepreneurship in economic development, process of entrepreneurship development, and the support structure necessary for entrepreneurship development.

**Pedagogy** : A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc

<b>Teaching Hours per Week</b>	: 4	<b>Credits</b>	: 4
<b>Examination Duration</b>	: 3 Hours	<b>Maximum Marks</b>	: 100

#### Module-1: Introduction

Concept of Entrepreneurs and Entrepreneurship; Characteristics of Entrepreneurs; Types of Entrepreneurship; and the Role of Entrepreneurship in Economic Development.

#### Module-2: Entrepreneur and Entrepreneurship

Meaning and Definitions, Entrepreneur Vs Entrepreneur, Manager Vs Entrepreneur, Entrepreneur vs. Manager.

#### Module-3: Theories of Entrepreneurship

Rural Entrepreneurship: Definition; Risks Faced by Rural Entrepreneurs; Strategies for Development of Rural Entrepreneurship.

#### Module-4: Women Entrepreneurship

Concept; Problems of Women Entrepreneurs; Development of Women Entrepreneurship: The Role of Women Entrepreneurs Associations.

#### Module-5: Conceptual Models of Entrepreneurship Development

Models of John Kao, Udai Pareek and Nadkarni, National Institute for Small Industry Extension and Training (NISIET).

#### Module-6: Entrepreneurial Development Programmes

Need for Training and Development; phases of EDPs

## MASTER OF COMMERCE

### SEMESTER-III

Course Code: (M.Com. Elec: III-6.4.3)

Specialization-C: **BANKING AND INSURANCE**  
Specialization-D: **BANKING AND FINANCE**

### 3. CREDIT MANAGEMENT IN BANKS

**Objectives:** To acquaint the Students with the Policy of Bank Lending and Various Techniques used in Lending and Management.

**Pedagogy:** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Teaching Hours per Week	: 4	Credits	: 4
Examination Duration	: 3 Hours	Maximum Marks	: 100

#### Module-1: Credit Risk Management

Meaning and Definitions, Credit Risk, Credit Creation, Limitation on Credit Creation: Annual Policy Statement of RBI, Loans - System for Delivery of Bank Credit Information Bureau, Fair Practices Code for Bankers as Lenders, Bench Mark, Prime Lending Rates, IBA Guidelines on Benchmark, PLRs, Bank Rate, and Credit Risk Assessment.

#### Module-2: Infrastructure Financing

Revised Guidelines, Credit Monitoring Arrangement (CMA), Case Studies, Consortium, Financing Restrictions on Loans by Banks, Prudential Guidelines on NPAs (IRAC), Willful Defaults, and Credit Marketing.

#### Module-3: Securitization/Enforcement of Security Act, 2002

(SARFESI Act) Rehabilitation of Sick SSI Units, Corporate Debt Restructuring (CDR) Forum, one Time Settlement upto Rs. 10 Crore, Sales/Purchase of NPAs, Debt Recovering Tribunals (DRT), Asset Reconstruction Company/Fund (ARC), and Compromise Settlements through Lok Adalat.

#### Module-4: Basic Principles of Lending

Classification of Securities, Features of Good Securities Margin, Pre-sanction Appraisal, Working Capital Finance, Project Appraisal and Terms Loan Sanction, Non-fund Based Facilities Guarantees, Third Party Guarantee as Security for Loans, Various Kinds of Charges on Securities, Hypothecation, Pledge, Assignment, Mortgage, Loans to Companies, Loan Documentation Stamping of Loan Documents, Registration of Loans Documents, Limitation in Credit Facilities, and Securitization.

#### Module-5: Priority Sector Advances

Goals/Targets in Priority Sector, Weaker Sections, Loan Limits of Segments of Priority Sector, Rural Infrastructure Development Funds, Common RBI Guidelines for Priority Sector Advances, Education Loans Scheme, Micro Credit, Self Help Groups, Finance to Small Scale Industries Operations Guideline (SSIs), Nayak Committee Recommendations, KVI, Margin Money Scheme, Credit Linked Capital Subsidy Scheme, Revised Kissan Credit Card - Agriculture Business, Law Based and Non-law Based, Production and Investment Credit in Agriculture, Intensive Agriculture Credit Operations- Finances.

#### Module-6: Lead Bank Scheme

Lead Bank/Service Area Approach, Rashtriya Krushi Prima Yojna, Agrilclinic and Agri Business Center, Classification of Priority Sector Advances, and Differential Interest Rate Scheme.


#### Module-7: Evaluating Banks' Performance

RoE Model, CAMEL'S Rating, Traditional GAAP based Performance Measures, Profitability Analysis and Balanced Score Board.

#### References:

1. Bedi H.L. and Hardikar., **Practical Banking**, UBSPD.
2. Shekar and Shekar., **Banking Theory and Practice**, Vikas Publication.
3. Timothy W Kochi, Scott., **Bank Management**, Thomson.



  
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**MASTER OF COMMERCE**

**SEMESTER I**

Course Code: (MCom Elec I - 63)

**A. BANKING AND INSURANCE**

**VI. BANK MANAGEMENT**

**Objectives:** To impart knowledge regarding the nature of banking business, organizing and managing of banks, and Bank Management.

**Pedagogy:** A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

**Teaching Hours per Week:** 4; and **Credits:** 4

**Examination Duration:** 3 hours and **Maximum Marks:** 100

**Module-1: Nature of Banking Business**

Banking and Others Financial Institutions in India; Official Regulations and Control over Banks and Other Financial Institutions; Socio-economic Environment and Socio Obligations of Banks in India; An Overview of Monetary System in India Recent Development and Current Issues; Problems in Bank Management in India; Branch Location, Policies and Decisions

**Module-2: Organizing and Managing Banks**

Alternative Organizational Structure of Banks; Forms of Banking Unit Banking, Branch Banking, Group Banking, Chain Banking, Satellite and Affiliate Banking, and Correspondent Banking; Organizational Structure of Banks and Relative Advantages and Disadvantages; Management of Rural Branches.

**Module-3: Financial Management in Commercial Banks**

Management of Liabilities; Management of Assets; Expenditure Control and Profitability.

**Module-4: Process of Bank Management**

Planning, Organizing; co-ordination; Motivation; Control.

**Module-5: Organizational Structure of Commercial Banks in India**

Departmental Set-up Delegation of Authority, Internal Control and Information System.

**Module-6: Manpower Planning**

Employment Selection; Appraisal and Promotion Banking Education, Training and Research

**References:**

1. Agarwal H N, **A Portrait of Nationalized Banks - A Study with Reference to Their Social Obligations**, Inter India Publications, New Delhi.
2. Fhitglakar R K, **Disciplinary Action in Banks**, Himalayas Publishing House, Delhi.
3. Ghotgalkiar, R K, **Service Condition of Bank Employees**, Himalaya Publishing House, Delhi.
4. Joshi, Vasant, C, **Managing India Banks- The Challenges Ahead**, Response Books(A Division of Sage Publications) New Delhi.
5. Merrill, **Financial Planning in the Bank**, McMillan India, New Delhi.
6. Raut K C and Dass S K, **Commercial Banks in India: Profitability, Growth and Development**, Kanishka publishing Distributors, New Delhi.
7. Reed, F W, **Commercial Bank Management**, Harpet and Row Publishers, New York.
8. Shubtha Rao, P, **Principles and Practice of Bank Management**, Himalaya Publishing House, Delhi.
9. Srivastava, R M, **Management of India Financial Institutions**, Himalaya Publishing House, Delhi.
10. Sundaram, K P M., **Banking Theory, Law and Practice**, Sultan Chand, New Delhi.
11. Vasant Desai, **Principles of Banking Management**, Himalaya Publishing House, Delhi.

