

BHARATHIDASAN UNIVERSITY TRICHIRAPPALI- 620 024

Ph.D. COMMERCE (COURSE WORK-I)

Name of the candidate: P.MAHESWARI

Credit:5

Ref. No. 45742/Ph.D.k4/Commerce/Part-Time/ January 2016 date 29.12.2015

Subject: ENTREPRENEURIAL DEVELOPMENT

Sub Code: Ph.D COMMERCE CW-1

Unit-1

Definition of Entrepreneur –importance of entrepreneurship in underdeveloped economics- Constraints in such countries to entrepreneurship- scope of entrepreneurial development- sociological and psychological factors of Entrepreneurship Achievement,motivation and methods of improving in a person-characteristic features of successful Indian Entrepreneurs- functions of an entrepreneur-classifications of entrepreneurs.

Unit-2

Content of entrepreneurship development program me functions of trainer, motivator-EDP institution in India and their functions, particularly EDP Institute,Ahmadabad:NIESBUD New Delhi: SIET Institute,Hyderabad,ITCOT and SIPCOT in Tamilnadu:SISI: NSIC and its prototype training centres-The District Industries centre (DIC) -Tamilnadu Industrial Investment corporation (TIIC).Commercial Banks- Role of commercial Banks in assisting SSI Sector – Schemes relating to Self employed and professionals-Entrepreneurial assistance Banks.

Unit-3

Factors to be considered when selecting a project and its location-Technical and economic feasibility planning the project-Essentials of a project report of a business- counseling facilities available for technical training and project formulation-market research Analysis-marketing plan-Design and development plan.

Unit-4

Managerial skills required by entrepreneurs and methods of acquiring them. Role of management consultant in India. Different forms of organization - sole proprietorship, partnership and company - contents of partnership Deed. Registration of partnership firm. Different types of credit Required by a Firm. Seed capital, fixed capital, working capital, packing and export credit.

Unit-5

Problems faced by rural and women Entrepreneurs - steps to encourage women Entrepreneurs. Business opportunities for women entrepreneurs - future of women Entrepreneurs. Industries suitable for handicapped person - reservation for small industry - problems of family business. Industrial estates Backward area benefits prevention of Industrial pollution of Air and Water around the business unit - causes and prevention of Industrial sickness.

BOOKS FOR REFERENCE

1. Dynamic of Entrepreneurial Development - Vasant Desai
2. A practical guide to Industrial Entrepreneur - S.B. Srivastava, Sultan Chand & sons
3. Entrepreneur Development - Gupta Srinivasan
4. Developing Entrepreneurship A handbook - T.V. Rao and Udai pareek learning system, R-163, Greater Kailash, New Delhi-48.

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Dr. V. RAMAKRISHNAN, M.Com., M.Phil., PGDCA,

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BHARATHIDASAN UNIVERSITY TRICHIRAPPALI- 620 024
Ph.D- COMMERCE (COURSE WORK-2)

Name of the candidate:P.MAHESWARI

Credit:5

Ref.No. 45742/Ph.D.k4/Commerce/Part-Time/ January 2016 date 29.12.2015

Subject: ORGANISATIONAL DEVELOPMENT

Sub Code: Ph.D COMMERCE CW-2

Unit-1

Introduction: Organizational development-concept and process Assumptions and values underlying organization development (OD).foundations of organizational development. Emergence of organizational development as an applied behavioral science.

Unit -2

Organizational diagnosis: Typology of organizations. Techniques of organizational Diagnosis: Questionnaires, Interviews, Workshops, Task-forces and other methods. Action research. CHANGE AGENTS: Role, skills and styles of change Agents. Relation with the client system.

Unit-3

Organizational change, Renewal, and development planned change, organizational growth and its implication for change. Kurt Lewins model of change. Force field analysis change cycles. Power and participative types.

Organizational Renewal and Re-energizing .Role of creativity and innovation Institution Building.

Unit-4

OD Inventions: Structural Interventions: work modules Quality of work life (QWL), management by objectives (MBO), Quality circles (QC).Behavioral Interventions: sensitivity training, Transactional analysis. Career planning. Inter growth interventions: team building, survey feedback, Rensis Linkerts system for management grid OD.

part-5

Organizational development and HRD; OD-HRD interface participation of top management in OD/HRD; OD Resources and practice in perspective, future OD Case studies.

BOOKS FOR REFERENCE

1. French, W.L. and Bell, C.H., organizational development Prentice -Hall, New Delhi 1995
2. Harvey, D.F. and Brown, D.R., An Experimental Approach to organization Development prentice- Hall, Englewood Cliffs, N.J., 1990
3. Huse, P.E. and Cummings, T.c. organization Development and change west, New York, 1985.

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D. V. RAMAKRISHNAN, M.Com., M.Phil., PGDCM, Ph.D.,
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Ref. No: 007344 / Ph. 016

Commerce P.T. Jyoti
2019.

BRAND MANAGEMENT

UNIT-I:

Basic understanding of brands – Definition - concepts and process – significance of a brand – Functions of brand - brand mark and trade mark – different types of brand – family brand, individual brand, private brand – selecting a brand name – branding decisions.

UNIT-II:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT-III:

Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms, selecting brand names

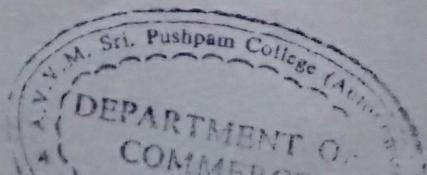
UNIT IV:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers – Branding challenges & opportunities.

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Ref. No: 007344 / Ph. Dic 6 / Commerce / P.T. July 2019

Consumer Behaviour

Unit-I

Introduction and concept – Scope, Importance and nature – Approaches to study consumer behaviour – consumer buying behaviour vs organizational buying behaviour.

Unit-II

Motivation and consumer behaviour - Introduction, motives and motivation, positive or negative motivation, Consumer motives: - personal, social motives, Involvement:-types of involvement, measuring involvement values, values and attitudes, means and end chain model.

Unit-III

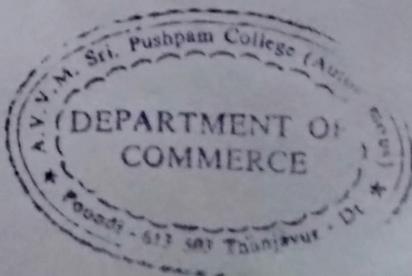
Consumer decision making process – Levels of consumer decision making – Four views of consumer decision making: economic, passive, cognitive, emotional – models of consumer decision making: Nicosia model, Howard-Sheth model.

Unit-IV

Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process. Determining consumer buying Behaviour:-Consumer purchase decision, types of decision, types of decision behaviour, buying stage and situational influence, models of consumer behaviour-Economic model, learning model, sociological model, Howard Sheth model of buying.

Unit-V

Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tri component attitude model, multi attribute attitude model, Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processing model ,Hierarchy of effects model.



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Ph.D. Course Work: Paper- I

MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Subject Code: 20PHDCM01 (Core Area Paper)

UNIT - I:

Management - Nature - Scope - Characteristics - Levels - Functions - Contributions of Henry Fayol and F.W.Taylor. Planning - Characteristics - Importance - Steps - Kinds.

UNIT - II:

Organising - Principles - Importance - Types - Steps - Span of Control - Departmentation - Delegation and Decentralization. Control - Characteristics - Need - Process - Objectives - Techniques.

UNIT - III:

Organisational Behaviour (OB) - Nature - Role - Disciplines Contributing to OB - Historical Evolution of OB - Hawthorne Experiments and its Implications - Personality - Characteristics - determinants - development - stages in the development - theories.

UNIT - IV:

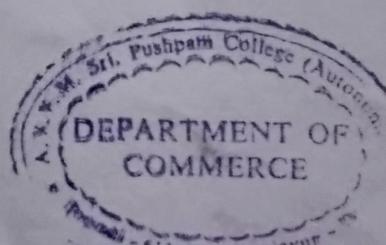
Learning - Nature - Components - Theories - Reinforcement Principle - Organisational Behaviour Modification. Steps - Utilities - Nature - Components - Functions - Types - Attitude - Theories - Factors in Attitude Formation - Attitude Measurement - Attitude Change.

UNIT - V:

Group Dynamics and Behaviour - Features - Types of Group - Group Behaviour - Group Norms - Group Decision Making. Organisational Change - Reasons - Objectives and Process of Planned Change - Resistance to Change. Organisational Development - characteristics - benefits - limitations - Need - Steps - Interventions.

REFERENCE BOOKS:

1. Dinkar Pagare, **Business Management**, Sultan Chand & Sons, New Delhi.
2. Chandan. D, **Management Concepts**, Himalaya Publishing House, Mumbai.
3. Gupta. C.B, **Organizational Behaviour**, S.Chand Company Ltd., New Delhi.
4. Prasad .L.M., **Organizational Behaviour**, S.Chand Company Ltd., New Delhi.



V. Namith
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Ph.D. Course Work: Paper -II

RURAL ENTREPRENEURSHIP

Subject Code: 20PHDCMO2

(Subject Area Paper)

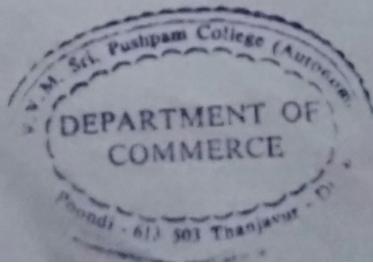
UNIT – I: Economic Development and entrepreneurship: Concept- Social and Psychological Factors in entrepreneurship; Characteristics, Qualities and Pre-requisites of entrepreneurs. Environment factors affecting entrepreneurship, institutional finance and Entrepreneurship. Local mobility of entrepreneurs

UNIT – II: Nature and features of rural economy of India, Dimension, dynamics and Magnitude of rural population; Rural poverty and development dimension; Problems of rural unemployment-specially disguised unemployment causes and remedies, Livelihood approach. Evaluating entrepreneurial development programmes.

UNIT-III: Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report – Ownership Structures – Proprietorship, Partnership, Company, Co-operative, Franchise.

UNIT – IV: Influences on Entrepreneurship Development: Entrepreneurial Traits - External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship- Entrepreneurial Success and Failure: Reasons and Remedies.

UNIT – V: Problems and Prospects of Rural Entrepreneurship in India: programme for search and development of rural entrepreneurs in India. Non-farm units: Management of organization, finance and market. Guidance and consultancy services for non-farm units in rural areas - Technological, personnel, infrastructural, market and other relevant information for establishing and running non-farm units



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Research Scholar: G. Lakshmi
Reg. No: 15CoA601

PH.D COURSE WORK SYLLABUS

MARKETING MANAGEMENT - Paper: I

UNIT-I

Marketing-Meaning-Definition - Concept of Marketing - Importance of Marketing-
Marketing Management – Functions

UNIT-II

Approaches to the study of Marketing and Marketing functions – Marketing
Environment-Controllable - Uncontrollable Factors – Marketing Mix

UNIT-III

Promotion Mix - Meaning – Objectives - Kinds of Promotion – Advertising –
Meaning -Objectives - Kinds of Advertising - Characteristics of Effective
Advertising-Advertising Agency

UNIT-IV

Personal Selling – Meaning - kinds of Salesmanship – Importance - Personal
Selling - Process-Salesforce - Recuritment - Selection - Training-Motivation

UNIT-V

Marketing Research – Scope - Objectives of Marketing – Research - Marketing
Research Process

Reference Book:-

1. Marketing – Pillais Pagavathi
2. Marketing Management by Dr.V.B. Kuptas Dr N. RajanNair

Research Advisor: Dr. A. Ananth
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BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI

Ph.D. COMMERCE

COURSE WORK SYLLABUS (Related Area Paper)

PAPER -II

PHD1COP2: BRANDING AND CONSUMER BEHAVIOUR

UNIT -I

Brand – Meaning – Brand Mark – Features of brand – Advantages of brand –
Objectives of brand – Kinds of brand.

UNIT -II

Branding – Meaning – Functions of Branding – Elements of Branding – Reasons for
Branding.

UNIT -III

Consumer Behaviour – meaning – importance of studying consumer behaviour
determinates of consumer buying behaviour – consumer buying decision – characteristics of
buyer behaviour.

UNIT -IV

Buying motive – importance of studying buying motives – types of buying motives –
the '7' O's Framework – buyer behaviour models – buying process.

UNIT -V

Maintaining consumer satisfaction – consumerism – Problems of Indian Consumers
consumer exploitation in India – rights of consumers – machinery for the redressal of
consumer grievances.

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POONDI THANJAVUR DISTRICT- 613503

Ph.D. – Commerce – Syllabus (Core – Area Research Paper)

Paper I – Co operation in India

Research Scholar:

R. MATHAVI

Reg No: 16COA610

Research Supervisor:

Dr. S. RAJU

- UNIT-I** Co-operation – Meaning – Introduction – Genesis of the Co-operative Movement – Characteristics of Co-operative Economy – Benefits of Co-operation – Economic benefits – Social benefits – Educational effects of Co-operation.
- UNIT-II** Growth of Co-operative Movement in India – Maclagan Committee Reports of Committees and Commission – Co-operative Planning Committee – Position before independence – Chief Characteristics of Co-operative movement before independence – Co-operation during the planning Era – Five year plans – Strategy and targets of Co-operative Development.
- UNIT-III** Co-operative legislation – Act of 1904 – Act of 1912 – The Constitutional reforms of 1919 – Committee on Co-operative law – Essential Provision of Co-operative Acts – Recent Trends in Co-operative legislation – Need for proper Administration – Guidelines for State Co-operative laws – Co-operative Retrospect and prospects.
- UNIT-IV** Apex Co-operative banks – Role – Functions and Objects. Defects in loan operations. Rehabilitation and Reorganizations. Amendment to the Reserve Bank of India Act. Progress during plan period. Problems arising out of Reorganization of states.
- UNIT-V** Co-operative credit structure in India – Co-operative credit and Non-credit – Non – Agricultural non-credit societies – Central Co-operative Banks and Functions of – CCBs – Working performance of CCBs and their prospects.

Books for Reference:

1. Dr. B.S. Mathur – Sahitya Bhavan Publishers & Distributors (P) Ltd.,

A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS)
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Ph.D. – Commerce – Syllabus (Supportive Paper)
Paper II – Co operative Banking and Non-credit institutions

Research Scholar:
R. MATHAVI
Reg No: 16COA610

Research Supervisor:
Dr. S. RAJU

- UNIT-I** Co-operative Credit structure in India – Primary credit co-operatives – Organisation, functions and working – Lending policies – Programmes – Recovery and over dues problems – Viability of primary co-operatives.
- UNIT-II** District co-operative Banks – Organisations, functions and working – Lending Policy and procedures – Funds Position – Recovery and overdues problems – State co-operative Bank – Constitution and workings.
- UNIT-III** Role of NABARD and co-operative development – SBI and co-operatives – Commercial banks and Co-operative Credit – Marketing co-operatives – Structure – primary co-operative marketing societies – State co-operative marketing society – Constitution - Objectives – Functions.
- UNIT-IV** Co-operative Land Developments Banks – SLDB – PLBD – Constitution, objects, working – Sources of funds – Lending and over dues Problems – Urban Co-operative Banks – Employees Co-operative Credit Societies – Objects, functions and working.
- UNIT-V** Consumer's co-operatives – Structure – Constitution – Working – Assistance for development of consumers co-operatives – Industrial co-operative – Their role in promotion and Development of small Scale Industries – Types of industrial co-operatives – Problems – Assistance from Government – Housing co-operative Societies – Structure – Constitution – Functioning – Prospects and problems.

Books for Reference:

1. Hajela. T.N. Principles, problems and practice of co-operation.
2. Mathur, B.S., co-operation in India.
3. Bedi, R.D., Theory History and practice of co-operation
4. Memoria, C.B., co-operation in India.

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Ph.D., Commerce – Syllabus (Core Paper)

Paper – I Marketing Management Code : 16C WCOI

Research Scholar:

K. Tamilarasan

Reg.No: 16COA611

Research Advisor & Guide:

Dr. S. Raju

Unit - I Definitions of Market – Importance – Classification – Marketing and Selling – Distinction between Marketing and Selling – Evolution of Marketing Concept – Different Approaches to the study of Marketing – Importance of Marketing – Marketing in Developed and Developing Countries.

Unit - II Classification of Marketing function – Functions of Exchange – Buying – Different Kinds of Buying – Assembling – Advantages and its Problems. Selling – Kinds of Selling – Functions of Physical supply.

Unit – III Definition of a Product – Product Item and Product Line – Product Policy – Product Mix – Product Diversification – Product Modification – Need - Product Elimination – New Product Development – Product Life Cycle – Brand – Trade Mark – Brand Loyalty - Product Packing – Functions – Labelling - and its Importance.

Unit – IV Consumer Goods – Industrial Goods – Characteristics of Consumer Goods - Classification of Consumer Goods – Convenience Goods – Shopping goods – Marketing – Specialty Goods and Confectionary Goods.

Unit – V Promotion and Sales Promotion – Advertising – Publicity – Personal Selling – Sales Promotion - Dealers Level – Consumers level – Salesmen level – Sales Promotion – Merits of Sales Promotion – Advertisement – Definition – Objectives - Kinds – Factors Determining Advertising – Advantages.

References:

3. R.S.N. Pillai Bagavathi S. Chand, Company, New Delhi.
4. J. Jayasankar, Margham Publications, T.Nagar, Chennai.

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Ph.D., Commerce – Syllabus (Supportive Paper)

Paper – II Marketing Research (Supportive Paper) code: 16CWC02

Research Scholar:

K. Tamilarasan

Reg.No: 16COA611

Research Advisor & Guide:

Dr. S. Raju

- Unit - I Marketing Research – meaning – Definitions – Characteristics – Criteria of Good Research – Objectives – Types of Research – Methods of Research – Problems encountered in Research. Selection and Formulation of the research problem – Formulation of Hypothesis
- Unit - II Sources of Information – Primary data – Secondary data – The Problems in using Secondary Data – Selection of Appropriate Methods for Data Collection – Sources of Marketing Research Data – Internal Sources – External Sources.
- Unit - III Research Design – Meaning – Definition – Need – Advantages – Criteria – Contents of Research Design – Classification.
- Unit - IV Sampling Techniques – Types of sampling, size, steps in sampling – Advantages and disadvantages of sampling – Sampling and non-sampling errors.
- Unit - V Analysis and Interpretation of Data – Meaning – Characteristics – Forms of Interpretation – Essentials for Interpretation – Types of Report – Qualities of a Good Report – Style of Report writing – Contents of Research Report – Steps in Drafting Reports.

References:

1. Dr. K. Kaliaperumal SKM Publications, Vandalur, Chennai.
2. J. Jayasankar, Margham Publications, T.Nagar, Chennai.

Course work syllabus.

Candidate :

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Guide :

Dr. S. RAJU

Ph.D., COMMERCE (Syllabus)

FINANCIAL MANAGEMENT (Core paper) - I

UNIT I : Introduction-Meaning of Finance- Scope or content of finance function- Functions of business finance-Financial planning.

UNIT II : Sources of finance-Introduction-Classification of sources-Long term finance- Issue of shares-Equity shares-Preference shares-Debentures-Types of debentures-Difference between shareholders and debenture holders-lease financing-features of lease- Leasing as a source of finance-Steps involved in a Leasing transaction-Forms of Lease financing-characteristics of a financial lease-Potentiality of Lease financing-Demerits of Lease financing.

UNIT III : Institutional finance-Introduction- Industrial Finance Corporation of India Ltd (IFCI)-Industrial Development Bank of India (IDBI)-Industrial Credit and Investment Corporation of India (ICICI)-Unit Trust of India (UTI)-Life Insurance Corporation of India (LIC) -General Insurance Corporation of India(GIC) -State Financial Corporation's (SFCs) -Small Industrial Development Bank of India (SIDBI)-IRCI/IRBI/ Industrial Investment Bank of India (IIBI).

UNIT IV : Financial control-introduction-Tools of Financial control-Advantages of Financial control-Limitations of Financial control-Capitalization-Introduction-Composition of Capitalization-Capital structure-Introduction-Capital gearing-Factors influencing the pattern of Capital structure-Trading on Equity-Essentials of a sound capital structure-Estimating total Capital Requirements-Fixed Capital-Working Capital-Business and financial risk-Determining the optimal capital structure.

UNIT V : Working capital management-Introduction- Concepts and Definitions of Working capital-The cash conversion Cycle-Managing the components of Working capital-Cash budget-Determinants of Working capital-Computation of Working capital-Proforma for Working capital requirements.

BOOK REFERENCE: FINANCIAL MANAGEMENT Dr.V.RADHA