

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Principles of Marketing (CMM-401)

INTRODUCTION TO MARKETING

Introduction, What is marketing?, Evolving Marketing Concepts, Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Marketing Management, Nature of Marketing, Scope of Marketing, Core Concepts of Marketing, Marketing and Selling, Needs, Wants and Demand, Product and Services, Concept of Exchange, Customer Value and Satisfaction, Relationship Marketing

MARKETING MIX

Introduction, Marketing Mix, The Marketing Mix matches Customer's Needs, Criticism of 4Ps, Extension of 4Ps: "7Ps"

MARKETING STRATEGIES

Introduction, Marketing Strategy, Strategy, Marketing as Strategic Discipline, Types of Strategies, Strategic Models, Real-Life Marketing, Approach to Creating a Marketing Strategy, SWOT Analysis, SWOT Analysis of Pepsi

MARKETING PLANNING

Introduction, Marketing Planning, Types of Marketing Plan, Misconception about Marketing Plan, Marketing Strategy vs. Marketing Plan, Corporate Plan vs. Marketing Plan, Strategic Marketing Plan, The Process of Marketing Planning, Benefits of Marketing Planning, Problems of Marketing Planning

MARKETING ENVIRONMENT

Introduction, Macro Environment, Demographical Environment, Cultural Environment, Social Environment, Legal and Political Environment, Economic Environment, Natural Environment, Technological Environment, Micro Environment, Competitors, Customers, Employees, Suppliers and Other Intermediaries, Shareholders, Media, Marketing Information/Intelligence System, Marketing Intelligence Systems, Environmental Scanning

UNDERSTANDING THE CONSUMER

Introduction, Consumer, Types of Consumers, Consumerism, Consumer Protection Act 1986, Consumer Behaviour, Types of Consumer Buying Behaviour, Importance of Consumer Behaviour in Modern Business, Factors Influencing Consumer Behaviour, Psychological Factors, Personal Factors, Social Factors, Cultural Factors, Black Box Model

MARKETING RESEARCH

Introduction, The Context of Marketing Decisions, Definition of Marketing Research, Purpose of Marketing Research, Scope of Marketing Research, Marketing Research Procedure, Applications of Marketing Research, Problems of Conducting Marketing Research in India

PRODUCT MANAGEMENT

Section A: Introduction of Product Management

Introduction, Historical Background, Product Management and its Interface with Other Organizational Functions, Identifies a market problem, Quantifies the opportunity, Communicates the market opportunity to the top management, Communicates the problem to Product Development team, Communicates to Advertising/Promotion team, Empowers the sales team, Characteristics of Product Management

Section B: Product Management Process

Introduction, Product Management Cycle, New Product Identification, New Product Definition, Product Development, Product Launch and Growth, Product Discontinuation,

Section C: The Product Planning System

Product Planning, Customer Requirement Document, Need for Customer Requirement Document, Contents of Customer Requirement Document, Development of Customer Requirement Document, Strategic Advantage of a Good Customer Requirement Document, Use of Archived Products in Product Development

PRODUCT LIFE CYCLE & NEW PRODUCT DEVELOPMENT

Section A: Product Life Cycle (PLC)

Introduction, Basics of Product Life Cycle (PLC), Types of Customers at different stages, Strategy at

different stages of the PLC, Application of the PLC, Limitations of the PLC

Section B: New Product Development

Introduction, New Product, Corporate Culture, New Product development, Competitive Reactions, Reasons for New Product failure

MARKETING COMMUNICATIONS

Introduction, Advertising, Major Players in Advertising, Types of Advertising, Advertising Management Process, Media Mix, Print Media, Direct Media, Out of Home Media, Electronic Media, Interactive Media, Email, Sales Promotion, Objectives of Sales Promotion, Designing a Sales Promotion Program, Sales Promotion Techniques, Sales Promotions Directed at Consumers, Sales Promotions Directed at Trade Partners, Sales Promotions Directed at Sales Force, Personal Selling, Sales Presentation, Handling of Customer's Objections, Sales Force Management, Sales Force Structure, Designing a Sales Force, Prospecting, Public Relations (Corporate Communications), Objectives of Public Relations Program, Tools of Public Relations, Internet

DISTRIBUTION AND CHANNEL MANAGEMENT

Introduction, Marketing channel, Functions of Marketing Channel members, Distribution Management, Concepts of Distribution Channel, Distribution Strategy, Types of Distribution channel, Channel Strategy, Channel management, Physical Distribution, Functions of Physical Distribution

SERVICE MARKETING

Introduction, Definition and Characteristics of Services, Service Specification, Characteristics of Services, Types of Services, Services Marketing, Importance of Marketing of Services, History of Services Marketing, 7 P's of Services Marketing, Service Sector, Services Marketing - Moment of Truth, Customer's Expectations and Delight, Maintaining Service Quality, Measuring Service Quality, Changing Face of Services Marketing

MARKETING ORGANISATION & MARKETING ORIENTATION

Section A: Marketing Organisation

Introduction: Organisation, Need for the Organisation, Marketing Organisation, Factors Affecting Marketing Organization, Types of Marketing Organization Structures, Marketing Control, Types of Marketing Control Process, Marketing Audit, Types of Marketing Audit, Ethical Issues in Marketing

Section B: Marketing Orientation

Definition, Evolution of Marketing Orientation, Problems in Developing Marketing Orientation, Factors of Orientation to Marketing, Types of Marketing Orientation, Advantages of Marketing Orientation, Disadvantages of Marketing Orientation, The Disadvantages of an Organization without Marketing Orientation

PRODUCT PRICING

Product Pricing, Pricing Strategy, Key Elements of Pricing Strategy, Product Pricing, Types of Pricing

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Management Concept & Organizational Behaviour (CMM-402)

INTRODUCTION TO MANAGEMENT

Introduction, Meaning and Concept of Management, Definition of Management, Nature and Characteristics of Management, Objectives of Management, Significance of Management, Management Process, Functions of Management, Principles of Management, Managerial Roles, Managerial Skills, Functional Areas of Management

EVOLUTION OF MANAGEMENT THOUGHT

Introduction, Stages in Evaluation of Management thought, The Classical Theory of Management, Bureaucratic Model, Scientific Model, Process Management or Administrative Process Management, The Neo-Classical Theory, Human Relations Movement, Behavioural Sciences Movement, The Modern Management, Quantitative Approach, System Approach, Contingency Approach, Schools of Management, Management Process School, The Empirical School, The Human Behaviour School, The Social System School, The Decision Theory School, The Mathematical School, The System Management School, The Contingency School

CONCEPTUAL FRAMEWORK OF PLANNING

Introduction, Meaning and Definitions of Planning, Types of Plans, Nature of Planning, Need for Planning, Significance of Planning, Limitation of Planning, Why Plan fail?, Making Plan More Effective, Prerequisite of Effective Planning, Principles of Planning, Steps in Planning Process

TYPES OF MANAGEMENT PLAN

Introduction, Meaning of Multi-use Plans, Objectives, Strategies, Policies, Procedures, Rules, Meaning of Single-use Plans, Programmes, Budgets, Schedules, Projects, Methods, Distinction between Various Plans

DECISION MAKING IN BUSINESS

Introduction, Meaning and Definition of Decision-Making, Characteristics of Decision-Making, Significance of Rational Decision-Making, Limitations of Decision-Making, Steps in Decision-Making Process, Types of Managerial Decisions, Decision-Making Techniques, Theories of Decision-Making, Principles of Decision-Making

ORGANIZATION

Introduction, Meaning and Definition of Organization, Nature of Organization, Need and Significance of Organization, Objectives of Organization, Steps to Organize Organization, Principles of Organization, Requisites of an Efficient Organization, Formal and Informal Organization, Distinction between Formal and Informal Organization, Comparison between Formal and Informal Organization, Advantages of Informal Organization, Disadvantages of Informal Organization, How to Manage Informal Organization?

PATTERNS OF ORGANIZATION STRUCTURE

Introduction, Meaning and Definition of Organization Structure, Patterns of Organization Structure, Line Organization, Functional Organization, Line and Staff Organization, Project Organization, Matrix Organization,

Committee Organization

CO-ORDINATION & STAFFING FUNCTION

Section A: CO-ORDINATION

Introduction, Meaning and Definition of Coordination, Nature of Coordination, Objectives of Coordination, Significance of Coordination, Constraints of Coordination, Criteria for Effective Coordination, Techniques and Coordination, Principles of Coordination, Types of Coordination, Distinction between Coordination and Cooperation

Section B: STAFFING FUNCTION

Introduction, Meaning and Definition of Staffing, Nature of Staffing, Need of Staffing, Importance of Staffing, Sub-functions of Staffing, Essentials of Good Staffing Policy, Staffing Process, Manpower Planning

RECRUITMENT AND SELECTION

Section A: RECRUITMENT

Introduction, Meaning and Definitions of Recruitment, Factors Affecting Recruitment, Constraints on Recruitment ,Centralized vs. Decentralized Recruitment, Sources of Recruitment, Recruitment Process, Recruitment Policy, Purpose and Importance of Recruitment

Section B: SELECTION

Introduction, Meaning and Definition of Selection, Difference between Recruitment and Selection, Significance of Selection, Selection procedure

EMPLOYEE DEVELOPMENT AND TRAINING

Section A: EMPLOYEE DEVELOPMENT

Employee Development- An Overview, Employee Development-Meaning, Examples of Employee Development Activities, Importance of Employee Development, Employee Development Plan, Steps in Creating Individual Development Plan, Creating Employee Development Plans, Employee Development Plan Process, Implementing Effective Employee Development Plan, Communication and Employee Development, Motivation and Employee Development, Role of Human Resources in Employee Development, Role of Managers in Employee Development, Methods/Ways of Employee Development, Training and Employee Development Activities

Section B: TRAINING

Introduction, Meaning and Definitions of Training, Distinction between Training and Education, Distinction between Training and Development, Objectives or Need for Training, Advantage of Training, Types of Training, Steps in Training Programme, Improving Effectiveness of Training, Methods of Executive Training

FUNDAMENTAL OF DIRECTION AND COMMUNICATION

Section A: FUNDAMENTAL OF DIRECTION

Introduction, Meaning and Definition of Direction, Nature of Direction, Importance of Direction, Principles of Direction, Techniques of Direction, Delegation as means of Direction, Supervision, Order and instructions

Section B: COMMUNICATION

Introduction, Meaning of Communication, Definition of Communication, Nature and Characteristics of Communication, Objectives of Communication, Process of Communication, Importance of Communication, Barriers to Effective Communication, Principles of Communication, How to make Communication Effective, Communication Networks, Various Types of Communication

AUTHORITY AND RESPONSIBILITY

Introduction, Meaning and Definition of Authority, Meaning and Definition of Responsibility ,Meaning and Definition of Accountability ,Distinction between Authority, Responsibility and Accountability ,Meaning and Definition of Power, Distinction between Authority and Power, Authority and Power – A Comparison , Sources of Authority, Restrictions to Authority, Delegation of Authority, Centralization Vs Decentralization

LEADERSHIP

Introduction, Meaning and Definitions of Leadership, Characteristics of Leadership, Components of Leadership, Requirements of Leadership, Dimensions of Leadership, Importance of Leadership, Leadership Skills, Leadership Qualities, Functions of a Leader, Theories of Leadership, Leadership Styles

MOTIVATION AND MORALE

Introductions, Meaning and Definitions of Motivations, Nature of Motivation, Importance of Motivation, Techniques of Motivation, Types of Motivation, Theories of Motivation, Problems of Motivation, Meaning of Motivation of Moral, Improving the Morale, Methods of measuring Moral

PROCESS OF CONTROLLING

Section A: BASICS OF CONTROLLING

Introduction, Meaning of Control, Definition of Control, Characteristics of Control, Scope/Areas of Control, Importance of Control, Limitations of Control, Stages in the Control Process, Requisites of Effective Control , Relationship between Planning and Control, Principles of Control

Section B: TECHNIQUES OF CONTROLLING

Introduction, Traditional Techniques, Budgeting and Budgetary Control, Cost Control, Production Planning and Control, Inventory Control, Profit and Loss Control , Statistical Data Analysis, Modern Techniques, Return on Investment Control (ROI), Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM),Management Information System (MIS),Break Even Analysis, Management Audit

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Management Information System (CMM-403)

Management Information Systems: A Framework

Introduction, Objective of MIS, Characteristics of MIS, Organizational Need for MIS in Company, Prerequisites of Effective MIS, Importance of MIS, Management Information Systems (MIS), Nature and Scope of MIS, MIS Functions

Information Systems In Global Business Today

Introduction, The Role of Information Systems in Business Today, How Information Systems are Transforming Business? , What's New in Management Information Systems? , Globalization Challenges and Opportunities: A Flattened World, The Emerging Digital Firm, Strategic Business Objectives of Information Systems, Perspectives on Information Systems, Dimensions of Information Systems, It Isn't Just Technology: A Business Perspective on Information Systems ,Complementary Assets: Organizational Capital and the Right Business Model, Contemporary Approaches to Information Systems

Global E-Business: How Businesses Use Information Systems

Introduction, Business Processes and Information Systems ,Business Processes ,How Information Technology Enhances Business Processes ,Types of Information Systems ,Transaction Processing Systems ,Management Information Systems, Decision-support systems (DSS),Executive Support Systems for Senior Management ,Systems That Span the Enterprise ,The Information Systems Function in Business

Information Systems, Organizations, and Strategy

Introduction, Organizations and Information Systems, What Is An Organization?, Features of Organizations, How Information Systems Impact Organizations and Business Firms, Using Information Systems to Achieve Competitive Advantage ,Using Systems for Competitive Advantage: Management Issues

Ethical and Social Issues in Information Systems

Introduction, Understanding Ethical and Social Issues Related to Systems, Ethics in an Information Society, The Moral Dimensions of Information Systems, IT Infrastructure and Emerging Technologies, Introduction, IT Infrastructure, Infrastructure Component, Contemporary Hardware Platform Trends, Contemporary Software Platform Trends, Management Issues

Foundations of Business Intelligence: Databases and Information Management

Introduction, Organizing Data in a Traditional File Environment, The Database Approach to Data Management, Using Databases to Improve Business Performance and Decision Making, Business Intelligence, Multidimensional Data Analysis, and Data Mining, Managing Data Resources

Telecommunications, the Internet and Wireless Technology

Introduction, Telecommunications and Networking in Today's Business World, Communications Networks, The Global Internet, The Wireless Revolution

Securing Information Systems

Introduction, System Vulnerability and Abuse, Business Value of Security and Control, Establishing a Framework for Security and Control, Technologies and Tools for Protecting Information Resources

Achieving Operational Excellence and Customer Intimacy: Enterprise

Introduction, Enterprise Systems, Supply Chain Management Systems, Customer Relationship Management Systems, Enterprise Applications: New Opportunities and Challenges

E-Commerce: Digital Markets, Digital Goods

Introduction, Electronic Commerce and the Internet, Electronic Commerce, M-Commerce, Electronic Commerce Payment Systems

Enhancing Decision Making

Introduction, Decision Making and Information Systems, *Systems* for Decision Support, Executive Support Systems (ESS) and the Balanced Scorecard Framework

Managing Global Systems

Introduction, The Growth of International Information Systems, Organizing International Information Systems, Managing Global Systems, Technology Issues and Opportunities for Global Value Chains

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Human Resource Management (CMM-404)

Introduction to HRM

Introduction, Functions of HRM, Human Resource Management, Growing Importance of HRM, Need of HRM, Challenges and Issues of Managing Human Resources, Concepts and Essential of Management, Management and its Relationship with HRM

Organization and Organization Culture

Introduction, Organization, Types of organization, Components of Organization, Approaches towards Organization, Systematic Approach to Management, Open versus Closed Systems, Efficiency and Effectiveness, Subsystem, Synergy, Human Relation Approach, The Hawthorne Studies, The Human Relations Viewpoint, The Challenges of today's organization, The Concept of Culture, The Concept of Organizational Culture, Characteristics of Organizational Culture, Functions of Organizational Culture, Socialization and Culture, Socialization and Mentoring

Organizational Design and Personnel Functions

Introduction, Designing Organizational Structure, Steps in Designing Organizational Structure, Relationships, Authority, Accountability, Organization Design and Line and Staff Relationships, Personnel Management as a Staff Function, Staff Role in the Personnel Department, Personnel Department in a Matrix Organization, Qualifications and Qualities of Personnel Manager

Human Resource Planning

Introduction, Definitions of Human Resource Planning, Need and Importance of Human Resource Planning, Objectives of HRP, Steps in HR Planning, Types of Human Resource Planning, Corporate Planning and Human Resource Planning Process, Human Resource Information System, Current Interest in HR Planning

People and Their Behavior

Introduction, Concepts of people working together, Organizations and Human behavior, The Environment of Organization, The Basic OB Model

Individual Vs Group Behavior

Introduction, Individual, Group, Stages of Group Development, Types of Group, Group Roles, Characteristics of a Well-Functioning, Effective Group, Team, Differentiating Groups and Teams, Types of Teams, Self-Directed /managed Work Teams, Are Virtual Teams a Reality Today?, Making Teams Effective Through Team Building, Turning Individuals into teams, Turning Individuals into Team Players

Job Analysis

Introduction, Information provided by Job Analysis, Sources of Information for Job Analysis, Methods of Job Analysis, Purposes and Uses of Job Analysis, Steps in Job Analysis, Job Analysis Outcomes,

Recruitment and Selection

Introduction, Sources of Recruitment, Merits of External Sources, Demerits of External Sources, Evaluation of Alternative Sources, Selection, Purpose of Selection, Criteria of Selection, Selection Process, Difference between Recruitment and Selection, Interview, Background Investigation

Job Performance

Introduction, Performance, Determinants of Job Performance, Sample Core Performance Indicators, Need of Performance Measurement, Performance Management, Performance Appraisal, The Performance Appraisal Process, Steps in the Performance Appraisal Process, Uses of Performance Appraisal, What to Evaluate?, Performance Appraisal Methods, Responsibility for Appraisal, Problems in Performance Appraisal

Job Evaluation and Appraisal Period

Introduction, Features and Purpose of Job Evaluation, Process of Job Evaluation, Job Evaluation Methods, Ranking Method, Classification Method, Factor Comparison Method, Point Method, Limitations of Job Evaluation, The Appraisal Period, The Line Manager and Performance Appraisal, Role of HRM Department in Performance Appraisal, Performance Appraisal Failures, Strategies for Improving Performance, Characteristics of an Effective Appraisal System (Designing an Appraisal System), Effectiveness of the appraisal can be created by considering following steps, Role of Money in Performance of Employees, Pay-for-Performance, Challenges of Pay-for-Performance System, Meeting the Challenges of Pay for Performance Systems, Types of Pay-for-Performance Plans, Designing Pay-For-Performance Plans for

Executives and Salespeople, Reasons for Pay-For-Performance Failures, The Role of Monetary Benefits, Why People Leave Organizations

Compensation System

Introduction, HR Management Strategy Model, Job Pricing, Compensation: An Overview, Equity in Financial Compensation, Determinants of individual financial compensation, Executive Compensation, Compensation for Professionals, Sales Compensation, Role of Line managers and HRM Department in Compensation, Benefits, Benefits (Indirect Financial Compensation),Mandated Benefits (Legally Required),Discretionary Benefits (Voluntary),Communicating Information about the Benefits Package, Incentive Compensation, The Job as a Total Compensation Factor, The Job Environment as a Total Compensation Factor, Workplace Flexibility, Other Compensation Issues

Occupation, Health, Safety and Stress Management

Elements of Workplace Safety and Health, Safety Programs, Evaluation of Safety Programs, Ways to manage Safe and Healthy environment in Organization, Effective safety programs share the following features, Policies to prevent Workplace Violence, Cumulative Trauma Disorders, Benefits of a Safe and Healthy Workforce, Stress Management, Stress and Job Performance

Employee Rights and Discipline

Employee Rights, Disciplining Employees, Discipline: Employee Separations, Discipline, Discipline System ,Factors to Consider when Disciplining, Disciplinary Guidelines, Disciplinary Actions (Progressive discipline),Employee Separations, Types of Employee Separations, Managing Early Retirements, Managing Layoffs, Outplacement, The role of HR Department in employee separations and outplacement

Communication, Conflict and Negotiation

Communication, The Communication Process, Non-Verbal Communication, Barriers to Effective Communication, Improving Communication in Organizations, The Formal and Informal Communication, Levels of Communication, Communications and HRM, Communication Methods, Conflict and Negotiation

Trade Unions

Unions, Collective Bargaining, The HRM Department in a Nonunion Setting, Phases of Labor Relations

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Corporate Accounting (CMM-405)

ACCOUNTING OF HOLDING COMPANIES

Introduction, Holding Company, Meaning under Companies Act 1956, Advantages of Holding Companies, Disadvantages of Holding Companies, Presentation of Accounts by Holding Companies, Consolidated Profit and Loss Account, Steps to Prepare Consolidated Profit & Loss Account, Steps to be followed in Holding Companies Accounting

FINAL ACCOUNTING OF COMPANIES

Introduction, Meaning, The Profit and Loss Account

PROFIT OR LOSS PRIOR TO INCORPORATION

Introduction, Methods of Computing Profit or Loss Prior to Incorporation, Basis of Apportionment, Pre-incorporation Profits & Losses, Debtors and Creditors Suspense Accounts

FINAL ACCOUNTS OF BANKING COMPANIES

Introduction, Important provisions of the Banking Regulation Act 1949, Accounting System in Banking, Non-Performing Assets (NPA)

ACCOUNTING OF INSURANCE COMPANIES

Introduction, Insurance, Final Accounts of Insurance Company, Profit And Loss Account (Form A-PL), Balance Sheet (Form A-BS), Determination of Profit in Life Insurance Business, Final Accounts of General Insurance Companies

AMALGAMATION OF COMPANIES AND EXTERNAL RECONSTRUCTION

Introduction, Definitions, External Reconstruction, Types of Amalgamation, Amalgamation in the nature of Merger (Pooling Interest Method), Amalgamation in the nature of purchase

ACCOUNTING FOR INTERNAL RECONSTRUCTION

Concept and Types of Reconstruction, Forms or Methods of Internal reconstruction, Alteration of share capital, Reduction of share capital, Variation of shareholders' rights, Scheme of compromise

LIQUIDATION OF COMPANIES

Meaning, Modes of Winding up or Liquidation of Company, Liquidator's Remuneration

VALUATION OF GOODWILL AND SHARES

Meaning of Goodwill, Factors Determining the Value of Goodwill, Need for Value of Goodwill, Types of Goodwill, Methods of Valuation of Goodwill, Features of Goodwill, Main Features of Purchase Goodwill, Main Features of Non-Purchase Goodwill, Valuation of Shares, Meaning of Value of Shares, Types of Share Value, Importance of Valuation of Shares, Factors Affecting Valuation of Shares, Methods of Valuation of Shares

FINANCIAL STATEMENTS

Introduction, Financial Statements of a Company, Objectives of Financial Statement Analysis, Importance of Financial Statement Analysis, Limitations of Financial Statement Analysis, Methods or Techniques of Financial Statement Analysis, Users of Financial Statements, Balance Sheet- Meaning and Purpose, Contents of Balance Sheet, How to Read a Company's Balance Sheet

RATIO ANALYSIS

Introduction, Meaning of Ratio Analysis, Objective of Ratio Analysis, Advantages of Ratio Analysis, Limitations of Ratio Analysis, Classification of Ratios, Liquidity Ratios, Solvency Ratios, Activity (or Turnover) Ratios, Profitability Ratios,

CASH FLOW STATEMENT

Introduction, Meaning and Objectives, Method of Preparing Cash Flow Statement, Preparation of Cash Flow Statement, Treatment of Special Items, Limitations of Cash Flow Statement

ECONOMIC AND VALUE ADDED STATEMENT

Value Added Statement, Value Added, Gross Value Added (GVA), Net Value Added (NAV), Value Added Statement for a Manufacturing Firm, Utility of GVA reporting than NVA reporting, Advantages of NVA over GVA, (a) Proprietary Theory; (b) Entity Theory; and (c) Enterprise Theory, The relevance of Value Added Statements in Corporate Financial Reporting, What information can we gather from Value Added Statements?, Disadvantages of Value Added Reporting, Economic Value Added Statement, Meaning,

Significance, Uses, Differentiate between VA (Value Added) and Economic Value Added (EVA) concepts, List the Concepts in Economic Value Added (EVA)

INFLATION ACCOUNTING

Introduction, Inflation, Effect of Inflation in Business, Inflation Accounting and its Significance, History of Inflation Accounting, Techniques of Inflation Accounting, Limitations of Inflation Accounting

SOCIAL ACCOUNTING

Introduction, Background of Social Accounting, Definitions, Objectives of Social Accounting, Social Accounting Measures, Need for Social Accounting, Social Accounting Matrix, Social Accounting in India

HUMAN RESOURCE VALUATION AND ACCOUNTING

Introduction ,Concept of Human Resource Accounting ,Objectives of Human Resource Accounting ,Significance of Human Resource Accounting ,Human Resource Accounting Models , Cost Models , Present Value Models ,Comparison of HRA Models ,HRA Models and Human Resource Development

ENVIRONMENTAL ACCOUNTING

Introduction, Forms of Environmental Accounting, Need of Environmental Accounting at Corporate Level, Scope of Environment Accounting, Limitations of Environmental Accounting, Legal Framework for Environmental Accounting in India, Accounting Requirement, Practice of Environmental Accounting in India, Suggested Framework for Environmental Accounting

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Previous)

Financial Management (CMM-406)

Chapter 1: Nature and Scope of Finance

Chapter 2: Time Value of Money

Chapter-3: Cost of Capital

Chapter 4: Financial Planning and Capital Structure

Chapter 5: leverages

Chapter 6: Sources of Finance

Chapter 7: Capital Budgeting

Chapter 8: Techniques of Capital Budgeting

Chapter 9: Dividend Policy

Chapter 10: Working Capital Management

Chapter 11: Inventory Management

Chapter 12: Management of Receivables

Chapter 13: Cash Management

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

Security Market (CMM-501)

INTRODUCTION TO SECURITY ANALYSIS

Meaning of security analysis, Meaning of portfolio management, Financial assets, Financial markets

RISK AND RETURN CONCEPTS

Introduction, Returns on financial assets, Risk in holding securities, Risk measurement, Capital asset pricing model, Security market line

TRADING OF SECURITIES

Introduction of Market and Their Function, History of Stock Exchanges in India, Functions of Stock Exchange, The Stock Exchanges, Member of the Stock Exchange, Types of Orders, Buying and Selling Shares

DEVELOPMENT OF SECURITY MARKET IN INDIA STOCK

Stock Markets in India, Powers of the Central Government ,Byelaws/ Regulations, Licensed Dealers, Securities Contracts (Regulation) Rules, 1957, Present Recognized Stock Exchanges, Qualifications for Membership, Demutualization of Stock Exchanges, Governing Body

SECURITIES AND EXCHANGE BOARD OF INDIA AND

STOCK MARKET REGULATION

Need for regulatory environment, Securities and Exchange Board of India, Regulation in the primary market, Regulation in the secondary market, Mutual fund/institutional investors' regulatory environment, Regulation of derivative trading

NEW ISSUE MARKET (NIM)-I

Introduction, Relationship between the primary and secondary market, Difference between new issue market and secondary market, Functions of NIM, Participants in the NIM, Issue Mechanism

NEW ISSUE MARKET (NIM)-II

Pricing of new issues, Allotment of shares, Factors considered in selecting public issue, Investors Protection in the new issue market

OPERATIONS OF DEPOSITORY PARTICIPANTS

Introduction – Depository System, National Securities Depository Limited (NSDL), Central Depository Services Limited (CDSL), International Securities Identification Number, Securities that can be dematerialized, Dematerialisation, Process of Dematerialisation, Benefits of having a Demat account, Trading and Settlement of dematted shares, Meaning of transfer of shares, Settlement of Off-market Trades, Settlement of Market Trades, National Securities Clearing Corporation of India Limited (NSCCL), Rematerialisation

STOCK BROKERS AND OTHER INTERMEDIARIES

Introduction, Stock brokers, Sub-broker, Fund managers, Merchant bankers, Credit rating agencies, Stock depositories

LISTING OF SECURITIES

Introduction, Merits of listing, Consequences of non-listing, Qualification for listing, Listing application, Listing agreement, cash-flow statement and fees, Listing of right shares, High powered committee recommendation, Delisting of securities, Chandratre Committee Report (1997)

INVESTMENT ALTERNATIVES

Introduction, Equity shares, Fixed income securities, Money market instruments, Mutual funds, Deposits, Tax sheltered saving schemes, Life insurance policies, Financial derivatives, Real estate, Precious objects

GOVERNMENT SECURITIES-I

Introduction, Importance of the Government securities market, Issues, investors, and types of Government's securities, Government security markets in the pre-1991 period, Objectives of reforms in the Government securities market, Some policy measures undertaken in the 1990s, STRIPS in the Government securities market, Retailing of Government securities, The system of Ways and Means Advances (WMA) for the centre

GOVERNMENT SECURITIES-II

MARKET SEGMENTS OF THE GOVERNMENT SECURITIES MARKET

Introduction to Primary and secondary market segments of the Government securities market, Ownership pattern of central and state govt. securities, Maturity structure of central government dated securities, Interest rates in the primary market, Government dated securities- Secondary market, Tools for managing liquidity in the Govt. security market, Infrastructure development

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

Strategic Management (CMM-502)

Strategic Management: An Introduction

Introduction, What Is Strategy?, Definitions Of Strategy, Concept Of Strategic Management, The Manager's Strategic Vision Involves, Strategic-Management Process, Benefits Of Strategic Management, Functions Of Strategic Management, Level Of Strategic Management Operation, Approaches To Strategic Decision Making, Traditional Approaches To Implementation ,Recent Attempts On Implementation, Three Approaches To Strategic Decision Making

Strategic Formulation- Organizational Mission and Purpose, Objectives and Goal

Introduction, Concept Of Strategic Formulation, Improved Consequences, Expected Points From Board Of Director's ,Three Basic Task Of Board Of Director, Business Vision, Meaning And Use Of Mission, Organizational Mission And Objectives, Purpose And Mission, The Need For A Clear Mission, Formulation Of Organizational Mission, Objectives, Goals And Targets, Objectives And Goals, Business Objectives, Mission And Strategy, Specific Corporate Goals

Strategic Business Unit (SBU)

Introduction, Strategic Business Units (SBU) Structure, Strategic Management In Multiple-SBU Businesses, Strategic Business Units (SBU) & Core Competence, Approaches of Using SBU

Functional Strategies: Plan and Policies

Introduction, Concept Of HRM Strategy, Strategic Human Resource Management (HRM) Strategies ,Evolution Of H.R. Functions, Importance Of HRM Strategies, Marketing Strategies, Market Structures, Marketing And Pricing Strategies ,Developing The Product/Service Strategies, Stages Of Product Development, Target Market Selection, Strategic Marketing Issues ,Financial Strategy ,Functional Strategies In Research And Development, Functional Strategies In Production/Operations, Functional Strategies In Personnel

Business Environmental Analysis

Introduction, Business Environment, Benefits/Advantage of Environmental Study, Objectives Of Environmental Analysis, Limitations Of Environmental Analysis, Components Of Business Environment, Process of Environmental Analysis, Environmental Scanning, Need For Environmental Scanning, Techniques /Approaches of Environmental Scanning

SWOT Analysis

Introduction, SWOT Analysis, Weakness for The Company, Opportunities For The Company, Threats For The Company, Role And Importance Of SWOT Analysis

Corporate Level Strategies: Modernization, Diversification, Integration

Introduction, Classification of Strategies, Modernisation, Diversification, Types of Diversification, Integration, Types of Integration, Advantages and Limitations of Integration

Corporate Level Strategies: Turnaround, Disinvestment and Liquidation

Introduction, Turnaround, Features Of Turnaround, Approaches Of Turnaround ,Divestment ,Reasons For Divestment ,Approaches To Divestment ,Liquidation ,Reasons For Liquidation Of A Business Firm

Corporate Level Strategies – Mergers, Takeovers, Joint Ventures

Introduction, Merger ,Types Of Merger, Reason For Mergers, Takeover, Forms Of Takeover, Joint Ventures, Features Of Joint Ventures, Examples Of Joint Ventures ,Merits Of Joint Ventures, Forms / Types Of Joint Venture, Limitations Of Joint Venture

Formulating Strategic Alternatives and Strategic Choice

Introduction, Process of Strategic Choice, Subjective Factors That Affect Strategic Choice, Tows Matrix, Competitive Reaction, Porter's Generic Strategy, The Concept Of Cost Leadership, Value Chain Analysis, Benchmarking, Service Blue Print

Strategic Implementation

Introduction, Concept Of Strategy Implementation, Issues Involved In Strategy Implementation, Stages In Implementing Strategy / Activating Strategy, Project Implementation, Procedural Implementation

Resource Allocation

Introduction, Steps Involved In Resource Allocation, Factors Affecting Resource Allocation, Problems In Resource Allocation

Strategic Evaluation and Control

Introduction, Nature Of Strategy Evaluation ,Importance Of Strategic Evaluation And Control ,Strategic Evaluation And Control Process, Control As A Six-Step Feedback Model ,Limits Of Strategy Control

Techniques of Evaluation and Control – Strategic Control and Operational Control, Budgetary Control

Introduction, Strategic Control and Operational Control, Techniques of Evaluation And Control, Budgetary Control

Techniques Of Evaluation And Control – Pert / CPM, Variance Analysis, Measuring Organizational Performance, Taking Corrective Action

Introduction ,Pert- Programme Evaluation Review Technique ,Critical Path Method ,Steps Of Pert And CPM, Major Advantages, Characteristics Of An Effective Evaluation And Control System ,Variance Analysis ,Measuring Organizational Performance, Management Audits, Human Resource Accounting (HRM),The Social Audit, Information System, Appraisal System, Motivation System, Development System, Planning System, Control Policies

Organizational Structure with Strategy

Introduction, Structural Mechanism to Implement Strategy, Matching Organizational Structure with Business Strategy, Stages of Development Of Organizational Structure

Structural Considerations

Introduction, Stages of Organizational Life Cycle, Structures for Strategies

Organizational Design and Change

Introduction, Organizational Design, Weber’s Bureaucracy, Taylor And Scientific Management, Mechanistic Structure, Organismic Structure, Organizational Design And Change, Steps Involve In Organizational Design ,Characteristics Of Organizational Change, Steps For Organizational Change, Important Elements For Change, The Change Process, Other Strategies

Global Issue of Strategic Management

Introduction ,Impact Of Globalization ,Impact Of Electronic Commerce ,Global Challenges In Strategy Implementation, Regional Trade Associations ,Stages Of International Development, Centralization Versus Decentralization

Export Strategies, License Strategies, Franchising Strategies

Introduction, Issues Concerning Export Business, Strategies to Global Entry, Export Strategies, Licensing Strategies, Franchising, Joint Ventures, Wholly Owned Subsidiary

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

Investment & Portfolio Management (CMM-503)

INTRODUCTION TO INVESTMENT

Introduction, Investments: Meaning, types and characteristics, Objectives of investments, Types of investors, Investment vs. speculation, Investment vs. gambling

CONCEPT OF INVESTMENT

Concept of Investment, Various Investment Alternatives, Application of Investment Alternatives, Case Study on Investment Alternatives

BUYING AND SELLING OF SECURITIES

Introduction, Markets, Call and Continuous, Auction and Over-the-Counter, Money and Capital, Brokers, Trading Stocks, Time Limit, Type of Order, Accounts, Account Types, Margin Requirement, Margin and Return, Short Sales

THE INVESTMENT SETTING-I

Introduction, About an Investment, Investment Defined, Measures of Return and Risk, Measures of Historical Rates of Return, Computing Mean Historical Returns

THE INVESTMENT SETTING-II

Introduction, Calculating Expected Rates of Return, Measuring the Risk of Expected Rates of Return, A Relative Measure of Risk, Determinants of Required Rates of Return, The Real Risk-Free Rate

THE INVESTMENT SETTING –III

Factors Influencing the Nominal Risk-Free Rate (NRFR), Conditions in the Capital Market, Risk Premium, Business, Financial risk, Liquidity risk, Exchange rate risk, Country risk, Risk Premium and Portfolio Theory, Fundamental Risk versus Systematic Risk, Notes: Important Points of Required Rate of Return, Relationship between Risk and Return, Movements along the SML, Summary of Changes in the Required Rate of Return

BUSINESS RISK MANAGEMENT AND COVERAGE-I

Risk Management, Introduction, Principles of risk management, Process, Identification, Assessment, Potential Risk Treatment, Risk Avoidance, Risk Reduction, Risk Retention, Risk Transfer

BUSINESS RISK MANAGEMENT AND COVERAGE-II

Create a risk-management plan, Implementation, Review and evaluation of the plan, Areas of risk management, Enterprise risk management, Risk management and business continuity, CASE STUDY- Wal-Mart

PORTFOLIO THEORY

Introduction, Return, Stock Return, Portfolio Return, Portfolio Proportions, Mean Return

VARIANCES AND COVARIANCE

Variance and Covariance, Sample Variance, Sample Covariance, Population Return and Variance, Expectations, Expected Return, Population Variance, Population Covariance, Portfolio Variance, Correlation Coefficient

PORTFOLIO SELECTION

Introduction, Expected Utility, Risk Aversion, Mean-Variance Preferences, Indifference, Markowitz Model, No Risk-Free, Risk-Free Asset, Borrowing and Lending, Implications

EQUILIBRIUM THEORY; THE CAPITAL ASSET PRICING MODEL

Introduction, Assumptions, Equilibrium, Capital Market Line, Security Market Line, Pricing and Discounting, Market Portfolio

ARBITRAGE PRICING THEORY

Introduction, Returns Process, Arbitrage, Portfolio Plane, Equilibrium, Price of Risk, APT and CAPM

STOCK MARKET INDICES

Introduction, Computation of stock index, Differences between the indices

STOCK MARKET INDICES-II

The BSE sensitive index, NSE-50 Index (Nifty), Selection criteria, CNX Nifty junior, S & P CNX 500

AN INTRODUCTION TO DERIVATIVE MARKETS AND SECURITIES

Introduction, Overview of Derivative Markets, Forward and Futures Market, Option Markets, Investing With Derivative Securities, the Relationship between Forward and Option Contracts, An Introduction to the Use of Derivatives in Portfolio Management, Restructuring Asset Portfolios with Forward Contracts

OPTIONS

Introduction, Options, Call Option, Put Options, Trading Options, Valuation at Expiry, Valuing European Options, Black-Scholes Formula

FORWARDS AND FUTURES

Introduction, Forwards and Futures, Futures, Commodity Futures, Financial Futures, Motives for trading, Hedging, Speculation, Forward Prices, Value of Contract

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

Management Accounting (CMM-504)

MANAGEMENT ACCOUNTING: INTRODUCTION

Introduction, Nature of Management Accounting, Functions of Management Accounting, Scope of Management Accounting, Objectives of Management Accounting, Cost accounting and Management accounting, The Management Accountant, Distinction between Financial Accounting and Management Accounting, Limitations of Management Accounting, Recent trends in Management reporting

FINANCIAL STATEMENTS

Introduction, Definitions, Basic Financial Statements, Nature Of Financial Statements, Objects Of Financial Statements, Limitations Of Financial Statements, Characteristics Of Good Financial Statements, Income Statement, Importance And Utility Of Financial Statement, Meaning Of Balance Sheet, Importance Of Balance Sheet, Form Of Balance Sheet, Basis For Measuring Business Profits Or Income, Relationship Between Profit And Loss Account And Balance Sheet

FINANCIAL ANALYSIS & INTERPRETATION-I

(Comparative statement and Trend Analysis)

Introduction, Meaning of financial analysis and interpretation, Objects of analysis of financial statements, Procedure of financial analysis, Components of interpretation, Techniques or methods of analysis, Uses of financial statement analysis, Limitations of financial statement analysis, Comparative Statement, Importance of comparative statements, Preparation of comparative statements, Trend analysis, Procedure for calculating trends

FINANCIAL ANALYSIS & INTERPRETATION-II

(Common-Size Statement)

Common –size statement, Common-size balance sheet, Common size income statement, Average analysis

RATIO ANALYSIS-I

Introduction, Nature of ratio analysis, cope of financial ratio, Purposes of the ratio analysis, Use and significance of ratio analysis, Limitations of the ratio analysis, Interpretation of the ratios, Guidelines or precautions for use of ratios, Classification of ratios

RATIO ANALYSIS-II

(Analysis of Short-term Financial Position-Liquidity Ratio)

Introduction, Liquidity ratios, Current ratio, important factors for short term financial analysis, Significance and limitations of current ratio, weighted current ratio, Time adjusted current ratio, Quick or acid test or liquid ratio, Absolute liquid ratio or cash ratio, Interval measure or defensive-interval ratio

RATIO ANALYSIS-III

(Analysis of Short-term Financial Position-Activity Ratio)

Introduction, Inventory turnover or stock turnover ratio, Debtors or receivable turnover ratio and average collection period, Creditors/payables turnover ratio, Working capital turnover ratio

RATIO ANALYSIS-IV

(Analysis of Long-term Financial Position- Solvency Ratio)

Introduction, Debt-equity ratio, Funded debt to total capitalisation ratio, Proprietary ratio or equity ratio, Solvency ratio or the ratio of total liabilities to total assets, Fixed assets to net worth ratio or fixed assets to proprietor's funds, Fixed assets to total long term funds or fixed assets ratio, Ratio of current assets to proprietors' funds, Debt service ratio or interest coverage ratio, Cash to debt service ratio

RATIO ANALYSIS-V

(ANALYSIS OF PROFITABILITY OR PROFITABILITY RATIOS)

Introduction, Profitability Ratios Based On Sales, Profitability Ratios Based On Investment, Bonus Issue Adjustment, Dividends Per Share (DPS), Dividend Pay-Out Ratio Or Pay-Out Ratio, Dividend Yield Ratio, Price Earnings Ratio, Capital Gearing Ratio, Trading On Equity, Relationship Between Roce And Cost Of Debt And Impact On Roe, Impact Of Capital Gearing Ratio, Impact Of Change In Ebit On Roce And Roe, Relevance Of Ratio Analysis For Predicting Future, Limitations Of Ratio Analysis, Ratios May Become Meaningless

FUND FLOW STATEMENT

Introduction, Meaning & Objectives of Fund Flow Statement Analysis, Objectives Of Fund Flow Statement Analysis, Methods Of Preparing Fund Flow Statement, Schedule Of Changes In Working Capital, Net Profit Method, Sales Method, Advantages Of Preparing Fund Flow Statement

CASH FLOW STATEMENT

Meaning Of Cash Flow Statement, Uses Of Cash Flow Statement, Limitations Of Cash Statement, Classification Of Cash Flows, Operating Activities, Investing Activities, Financing Activities, Preparation Of Cash Flow Statement, Direct Method, Indirect Method

BUDGETARY CONTROL

Introduction, Meaning and Nature Of Budgetary Control, Objectives Of Budgetary Control, Requisites For Successful Budgetary Control System, Essential Steps For Installation Of Budgetary Control, System, Advantages of Budgetary Control, Classification Of Budgets, Master Budget, Zero Base Budgeting

MARGINAL COSTING AND

COST-VOLUME-PROFIT ANALYSIS

Assumptions of Marginal Costing, Absorption Costing and Marginal Costing, Segregation of Semi-Variable Cost into Fixed and Variable Elements, Contribution, Break-even Point, Profit Volume Ratio (P/V Ratio), Margin of Safety (MOS), Application of Marginal Costing, Advantages of Marginal Costing, Disadvantages or limitations of Marginal Costing, Application of Marginal Costing, Application of Marginal Costing, Break Even Analysis

RESPONSIBILITY ACCOUNTING

Responsibility Accounting, Main Features or Characteristics of Responsibility Accounting, Steps involved in Responsibility Accounting, Significance of Responsibility Accounting ,Principles of Responsibility Accounting, Objectives of Responsibility Accounting, Advantages of Responsibility Accounting, Shortcomings or limitations of Responsibility Accounting, Problems in Responsibility Accounting, Responsibility Centre ,Cost centers, Profit centers, Investment centers, Difference between Cost Centre and Responsibility Centre

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

International Finance (CMM-505)

INTRODUCTION TO INTERNATIONAL MONETARY SYSTEM

Introduction, Objectives of IMF, Sources of Funds - Quotas, Share Capital of IMF, Other Sources of Funds, Fund's Lending Operations, Standby Arrangements, IMF Charges, Exchange Rates and Par Values, International Monetary Reforms, International Liquidity, Need for Reserves, Adequacy of Reserves, Problems of Liquidity, Augmentation of Liquidity, Special Drawing Rights (SDR), SDR Allocation, Limitations, Uses, SDRs in India, Additional SDRs

BALANCE OF PAYMENT

Introduction, Balance of Payments Accounting, Debits and Credits, Credit Transactions, Debit Transactions, Capital Outflows, Balance of Payments Statement, The Capital Account, The Official Reserve Account, Debit and Credit Entries

GLOBALISATION AND MULTINATIONALS CORPORATIONS

Introduction, Understand the emergence of globalisation and liberalisation policy, Globalization and Indian economy, Distinguishing features of international finance, Benefits of Multinationals Corporations, Drawbacks of Multinationals Corporations

CONCEPT OF FOREIGN EXCHANGE MARKET

International Financial System and Foreign Exchange Market, Foreign Sector and Foreign Exchange Market, Banks Purchase and Sale, Instruments of Credit Traded, Foreign Exchange Market Components, Exchange Rate Mechanism, Gustav's Theory, Limitations, Spot and Forward Rates, Speculation, Arbitrage

MECHANISM OF FOREIGN EXCHANGE MARKET

Introduction, Indian Foreign Exchange Market, Exchange Dealers, RBI and Exchange Market, Exchange Rate System in India, Floating Vs. Fixed Exchange Rates, Advantage of Basket Currencies, Present Exchange Rate System, RBI Policy Applied to Banks, Currency Deals, Spot Trading Operations, Cross Currency Deals, Mismatch - Need for Matching, Forex Management, Derivative Products, Forward Contracts, Swaps, Options, Futures and the Options, Forward Rate Agreements (FRA), Forward and Future Contracts, Currency and Interest Rate Swaps, Sodhani Committee Report (1995)

MANAGEMENT OF FOREIGN EXCHANGE RISK

Introduction, Foreign Exchange Exposure, Forms of Foreign Exchange Exposure

INTERNATIONAL FINANCIAL INSTITUTIONS

Introduction, International Sources of finance, The World Bank, International Bank for Reconstruction and Development, What does the World Bank do?, Where does the World Bank get its money?, Who runs the World Bank?, International monetary fund, Origins of IMF, Members and administration, Statutory purposes, Financial assistance, SDRs

INTERNATIONAL FINANCIAL INSTITUTIONS-II

Introduction, International Development Association, International Finance Corporation, The multilateral investment guarantee agency (MIGA), Asian development bank (ADB)

LONG-TERM SOURCES OF FUNDS FOR A MULTINATIONAL COMPANY

Introduction, Official sources of long term funds, Non-official sources of long term funds, Euro-Issue, Euro Equities

WORLD TRADE ORGANIZATION (WTO)

Introduction, General Agreement on Tariff and Trade, GATT and WTO trade rounds, WTO Agreements, Principles of the trading system of WTO

INTERNATIONAL TAXATION

Introduction, Basic concepts of Taxation in MNC, Principles of taxation in MNCs, Reasons for differing tax structure among countries, Tax consideration in different organisation structures of MNCs, Tax treaties among countries, Tax heavens and classification of income for tax purpose, Tax implications of MNCs operating in India

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

M.Com (Final)

Research Methodology (CMM-506)

RESEARCH METHODOLOGY: AN INTRODUCTION

Introduction , Objectives of Research ,Motivation in Research ,Types of Research ,Significance of Research ,Importance of Research Methodology ,Research Process ,Criteria of Good Research ,Problems Encountered by Researchers in India

RESEARCH PROCESS AND PROBLEMS

Introduction, Research Methods versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India

DEFINING RESEARCH PROBLEMS AND REVIEW OF LITERATURE

Introduction, Research Problem, Criteria for Selection of the Problem, Technique of Defining a Problem

REVIEW OF LITERATURE

Introduction, Review of Literature, Objectives of Review of Literature, Importance of Review of Literature

RESEARCH PLAN AND HYPOTHESIS

Introduction, Research Plan, Important Concepts Relating to Research Design, A statistical hypothesis, Nature, Importance, Kinds, Characteristics, Formal Conditions for Testing Hypotheses, Criteria for Evaluating Hypothesis

POPULATION AND SAMPLING

Introduction, Types of Sampling Designs, Characteristics of Probability Sampling, Types or Techniques of Probability Sampling, Characteristics of a Good Sample

COLLECTION OF DATA

Introduction, Types of Sampling Designs, Characteristics of Probability Sampling, Types or Techniques of Probability Sampling, Characteristics of a Good Sample

COLLECTION OF PRIMARY DATA

Introduction, The Need For Primary Information, Primary Vs. Secondary data, Techniques of collection of Primary and Secondary data, Qualitative and Quantitative Data

TESTING A RESEARCH HYPOTHESIS

Introduction, Procedure for Hypothesis Testing, Primary Vs. Secondary data, Techniques of collection of Primary and Secondary data, Qualitative and Quantitative Data

ANALYSIS OF DATA

Introduction, Need for Analysis of Data ,Statistical Analysis of Data, Descriptive Data Analysis, Inferential Data Analysis, Selecting the Statistics, Special Statistical Techniques of Analysis, Parametric and Non-parametric Statistics, Basis for Selecting A Statistical Techniques

TESTING OF HYPOTHESIS (Z-TEST)

Identify the four steps of hypothesis testing, Define null hypothesis, alternative hypothesis, Level of significance, test statistic, p value, and statistical significance, Define Type I error and Type II error, and identify the type of error that researchers control, Calculate the one-independent sample z test and interpret the results, Distinguish between a one-tailed and two-tailed test, and explain why a Type III error is possible only with one-tailed tests, Explain what effect size measures and compute a Cohen's d for the one-independent sample z test, Define power and identify six factors that influence power, Summarize the results of a one-independent sample, z test in American Psychological Association (APA) format

REPORT WRITING

Introduction, Steps of Writing Report, Need of Research Report, Popular Research Report, Steps of Writing Report, General Format of Research Report

DESCRIBING DATA: MEASURES OF CENTRAL TENDENCY AND DISPERSION

Introduction, Measure of Central Tendency: Mean, Median and Mode, Properties of Frequency Distributions, Measures of Dispersion: Range, Percentiles, Quartiles and Standard, Deviation
