PONDICHERRY UNIVERSITY

DEPARTMENT OF COMMERCE

[School of Management]

M.PHIL (Commerce) (CBCS System) Degree Programme

COM  611  H  RESEARCH METHODOLOGY
COM  617  S  ADVANCED FUNCTIONAL MANAGEMENT
COM  621  S  PERSONNEL MANAGEMENT
COM  622  S  FINANCIAL MANAGEMENT
COM  623  S  MARKETING MANAGEMENT
COM  625  S  CORPORATION FINANCE
COMM 617 ADVANCED FUNCTIONAL MANAGEMENT

Soft core

All Faculty
6 Credits


Books Recommended:
7. Tripathi ND., Personnel Management and Industrial Relations, S Chand

PONDICHERRY UNIVERSITY
DEPARTMENT OF COMMERCE
M.PHIL (Commerce) (CBCS System) Degree Programme 2002

COMM 611 RESEARCH METHODOLOGY
Hard core – 6 Credits


Books:
1) C.R Kothari ‘Research Methodology: Methods and Techniques’ Wiley Eastern Ltd., New Delhi, 1987
UNIT-I

UNIT II

UNIT III
Development of Personnel

UNIT IV
Performance Appraisal

UNIT V
Grievance and Discipline
Organizational Change and Development

Books

M.PHIL (Commerce) (CBCS System) WITH EFFECT FROM 1993- 94
COMM 622 FINANCIAL MANAGEMENT 6 Credits

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Books:-


M.PHIL (Commerce) (CBCS System) WITH EFFECT FROM 1993- 94
COMM 623 MARKETING MANAGEMENT  6 Credits


4. Channel Decision: Role of distribution Channels – Channel Functions – Channel Levels – Channel Management Decisions, - Factors Governing choice of Channel – Selection of Channel for new product or New Company.


Recommended Books:-
1. Philip Kotler – Marketing Management analysis Planning and Control (Prentice Hall)
2. Condiff Still and Govoni – Fundamentals of Modern Marketing (Prentice Hall)
3. Mandell and Rosenbverg – Marketing (Prentice Hall)
5. D. Amarchand, B. Varadharajan – Introduction to Marketing (Vikas)

**M.PHIL (Commerce) (CBCS System) WITH EFFECT FROM 1993- 94**

**COMM 625 CORPORATION FINANCE 6 credits**

**Uint-I**


**Units II**


**Unit III**


**Unit IV**


**Unit V**

Books:-

2. S. C Dachall – Corporation Finance – Chaitany Publication