



FATIMA COLLEGE

(Autonomous)


College with Potential for Excellence
(Re-Accredited with 'A' Grade by NAAC)



M.PHIL./Ph.D. Prospectus & Application 2016 - 2017

 Mary Land, MADURAI - 625 018.

 0452 - 2668016, 2669015

 Fax No. : 91-452-2668437

 www.fatimacollegemdu.org

 fatimacollegemdu@gmail.com

FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

(RE-ACCREDITED WITH 'A' GRADE BY NAAC)

MARY LAND, MADURAI - 625 018

TAMIL NADU

M.PHIL./PH.D. PROSPECTUS AND APPLICATION

Fatima College, Mary Land, Madurai, is a Post Graduate institution for women having 4 Research Centres affiliated to Madurai Kamaraj University. It is a Catholic Minority institution established and run by St. Joseph's Society of Madurai (Congregation of the Sisters of St. Joseph of Lyons, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyons and the zeal and heroic sacrifice of Rev. Sr. Rose Benedict, the foundress of the College.

The College was started in St. Joseph's Campus, Madurai as a Second Grade College with 63 students in 1953. The College was upgraded and became a Post Graduate College in 1964 and Autonomous in 1990. The College now offers 18 Undergraduate Courses, 14 Postgraduate Courses and 5 M.Phil. Programmes. Moreover, 4 Departments have become Research Centres and 3 more departments are in progress. Presently, the college has a strength of 4209 Students, 185 Teaching Staff and 96 Non-Teaching Staff.

The comprehensive assessment by NAAC in 2000 accorded Fatima College the highest Ranking of Five Stars. The college strives to sustain excellence, quality and relevance while equipping the students to meet the demands of higher education in India. Recognizing these, in 2004, the UGC conferred on Fatima College the status of College with Potential for Excellence. The A grade (Five Star) status was sustained by the Institution in the 2nd and 3rd cycle of NAAC Accreditation (2007&2013)

VISION

"WOMEN'S EMPOWERMENT THROUGH EDUCATION"

Empower women by developing human capabilities through quality education based on Christian values, making them responsible citizens who can work for the advancement of the society and promote communal harmony in the multi-religious and multicultural reality of India.

MISSION

- ✧ To enable Women attain Academic excellence through Quality Education.
- ✧ To endow them with character, competence, creativity and commitment.
- ✧ To conscientise them of Societal concern and civic responsibility.
- ✧ To mould them into responsible citizens of the multicultural and multi-religious India.

OBJECTIVES

- ✦ To enhance quality of life through the development of individuals.
- ✦ To enable women become contributors in the economic, social and political development of India.
- ✦ To equip the students with problem solving abilities and to prepare them to work for justice.
- ✦ To uplift the rurally and economically poor women and first generation learners.
- ✦ To facilitate placement of students in the competitive job market.

EMBLEM

The three interlocking circles in the emblem represent God's unity in the Blessed Trinity. They symbolize a close union existing among the staff and students of Fatima College with God as the key link. The hand holding the lighted lamp stands for the hand of the Alma Mater bearing the light of the ideals of Fatima College. The Ivy is the symbol of humility and loyalty.

MOTTO

The motto of the college both a wish and a prayer, is, "*Lead Kindly Light.*"

ACADEMIC INFORMATION

Fatima College has a Student-centred curriculum and with Choice Based Credit System which has provided the opportunity to make radical curricular modifications offering Inter Disciplinary Optional papers / subjects from one's own and other Departments, and Diploma / Certificate courses for all students. The curriculum is designed to focus on a holistic education that is need based, value / ethic based, job / career based and research-based. Information Technology papers are offered by all departments. In order to tap research skills, projects are made mandatory for the final year students. Hands-on training through internship and exposure programmes are offered by all departments. The general characteristic of change in syllabus is according to local relevance, vocational skills and applied aspects.

An English Attainment Test (EAT) given to the first years at the entry level. Based on their EAT scores students are grouped into three Streams: Basic, Intermediate and Advanced. A Bridge Course Regular Remedial Teaching for Basic learners and Spoken English Classes enhance the Communication Skills of the students. Apart from the Regular Curriculum, Value Education, Human Rights Education, Environmental Studies are also offered.

The College has kept pace with the emerging trends in Information Technology by introducing programmes with Computer Applications (B.Sc. Computer Science, B.Sc. I.T., M.C.A., M.Sc. (CS I.T.), M.Sc. (Computer Science), Commerce with Computer Applications, Sociology with Computer Applications and a compulsory IT Foundation Course (for all Under Graduates). All Post Graduate courses have also introduced Computer Application papers either as a regular course or 'off-class' mentated papers.

CURRICULUM DESIGN

M.Phil.

SEMESTER - I	
Papers (2 x 200)	400
• Internal - 100 • External - 100	
SEMESTER - II	
Paper (1 x 200)	200
• Internal - 100 • External - 100	
Dissertation and Viva Voce	200
• Internal - 100 • External - 100	
Grand Total	800

GENERAL DISCIPLINE

- * Make use of every opportunity that is made available here to strive towards academic excellence and personality development.
- * Courtesy, kindness, loyalty, dignity of labour, compassion for the less fortunate, a friendly attitude towards fellow-students, respect for teachers and authority are expected of every student of Fatima College.
- * Students are expected to be inside the class room for the college prayer.
- * Students shall maintain silence and be attentive while attending classes, at meetings of the college, associations and other gatherings.
- * Students are not allowed to take their meals in the classrooms.
- * Students are expected to conduct themselves in such a manner (whether inside the campus or outside) as to safeguard the dignity of womanhood and the good name of the college.
- * Every new comer should be made to feel at home with a friendly and caring attitude.

ECO-FRIENDLY CAMPUS:

Every student shall consider it her personal responsibility to maintain cleanliness of the college. Every student shall strive to keep the classrooms and campus clean and eco-friendly. Effort must be taken to make the campus "Plastic Free".

DRESS CODE :

- * Students should wear clean, decent clothes and conform to the rules of modesty.
- * Students are requested to wear Saree / Chudidhar with Dupatta. Modesty has to take priority over fashion.
- * Students should have one set of Perfect white Chudidhar or Saree to be wear on special days.

NOTICE BOARDS:

- * Students shall regularly refer to the notice boards for the room allotments of their classes, test & exam timetables and other general information.
- * No notice should be put up without the permission of the Principal.

FUND RAISING:

- * No private collection of funds or sale of items can be made without the approval of the Principal.

ATTENDANCE:

- * Regularity in attendance is obligatory in Fatima College.
- * Candidates should have 80% of minimum attendance per Semester to take the Semester Examination.
- * Those students who have less than 65% of attendance will have to repeat the Semester after completing the course.

LEAVE OF ABSENCE:

- * Students should apply for leave only on the prescribed leave application appended to the College Calendar.
- * In case of absence due to unforeseen cause, leave letter should be submitted to the class teacher on the first day of returning to the College.
- * If leave is requested for reasons of sickness for more than two days, the leave application should be submitted along with the Medical Certificate.
- * Continued absence without leave application will render a student liable to have her name struck off the rolls.

Please Note : Submission of Leave Application with / without Medical Certificate does not entitle a student to earn attendance automatically for the days of her absence from the College.

SEMESTER FEES REGULATIONS

In order to enhance the quality of institutional management, the academic year is divided into two Semesters and each Semester consists of a minimum of 90 working days without counting the Semester Exam days.

Semester fees shall be paid without fine within **10 working days and with fine within 30 days** from the date of reopening of each semester. Absence from College with or without leave will not be considered as an excuse for late payment.

If the Semester fees is not paid within 30 days after the re-opening the student's name shall be struck off from the rolls of the college. If re-admitted she shall pay a re-admission fee in addition to the fees and fine.

Every student shall pay the Semester fees due even if she discontinues before completing the Semester. If a student leaves the college during the Semester, she shall not have the right to claim a remission of any portion of the fees.

If a scholarship holder leaves the College during the Semester she will not get the scholarship even if the money is sanctioned, as it will be returned to the scholarship source.

NO DUES:

Clearance of attendance and fees due is a prerequisite for :

1. Permission to write the Semester Examinations.
2. Getting Transfer Certificate from the College.

CERTIFICATE:

1. A former or present student desiring to obtain a certificate (transfer, age, character, bonafide, etc) shall apply for it, by making a formal written request to the Principal.

2. A Certificate will not generally be issued after two working days from the date of application.

DISCIPLINARY RULES

- * On becoming a member of the College everyone should adhere to the rules and regulations of the College.
- * Indulging in any of the following will result in dismissal from the College.
 - Ragging of any sort or indulging in emotional violence inside the College / Hostel Campus.
 - Any kind of Malpractice (cheating, copying in tests and examinations, giving false declarations etc.) in the campus or anywhere else.

LIBRARY

Our college library is a veritable storehouse of knowledge related to all subjects. Library provides a comfortable and user friendly environment and encourages the users in the field of research, innovated reading and learning.

- * Rosa Mystica Library is a treasure house of 126354 Printed Books, 227 Journals, Periodicals and Magazines, 254 e-Journals, 26 International Journals, 2638 e-Resources, 2685 e-Thesis, 7523 Back Volumes, Catering to the tastes of all readers.
- * Fully automated with direct access to WEB OPAC within the Campus and Special e-Resource Section.
- * Improvised 'library blog' motivate the users to make their right choice in life. Modernized with cloistered website, License database, and membership with Inlibnet, Delnet and AIRC.

Library Rules

- * Library is kept open from 8.00 a.m. to 5.35 p.m. on all working days and 9.00 a.m. to 1.00 p.m. on Saturdays.
- * Students are allowed to enter the library only on producing their ID Card.
- * U.G. students are given 10 books for 7 days.
- * P.G. students are given 15 books for 14 days.
- * M.Phil. students are given 20 books for 14 days.
- * Ph.D. students are given 20 books for 30 days.
- * Staff are given 25 books for per semester.
- * Books should be returned on the due date stamped on the date sheet of each book.
- * The overdue charge is ₹ 1/- per day.
- * The borrower her self should return the books in person to the library. Sub-lending of the book is forbidden.
- * Books removed from the library bookshelves should be left on the reading table.
- * While leaving the college students and faculties when leaving the college should obtain "NO DUE CERTIFICATE" from the Librarian.
- * Reference books and Journals will not be issued, but are available for reference within the Library.
- * E-Materials (CD's DVD's and UVLC) are allowed to use within the campus only.
- * Check the pages of the book(s) before leaving the library counter. The last borrower will be held responsible for the missing page, scribbling, underlining and other damages in the book.
- * Books removed from the library book shelves should be left on the reading table. Absolute silence shall be maintained inside the library. Combined study, discussions and consultations are strictly prohibited.
- * Library Computers are for academic purpose only. Do not tamper with the computer settings. Follow the internet safety guidelines.

THE EXAMINATION SYSTEM

The two components of evaluation are Continuous Internal Assessment (CIA) for 25% marks and End Semester Examinations (ESE) for 75% marks.

Continuous Internal Assessment (CIA)

- The requisites for CIA are as follows:
 - * Two centralized mandatory tests - Test1 (T1) & Test2 (T2)
 - * Seminar and Micro Teaching
- The dates for the tests will be presented in the college calender and student should not fail to write them

End Semester Examinations (ESE)

- Odd semester examinations are conducted in November and Even semester examinations are conducted in April.
- ESE question paper consists of only Essay type of questions with internal choice.

SUPPLEMENTARY EXAMS

- * Students with arrears can appear for any paper in the end semester examinations of both April and November.
- * July Supplementary examination is only for the outgoing students to appear for arrears in the April End Semester Examination.

Dissertation and Viva Voce

If the student has I/II semester arrear papers, her viva voce will be withheld till she clears these papers and become eligible to receive the degree. Her Viva Voce will be conducted only after she clears the arrears.

SPECIAL PROVISIONS

REVALUATION

- * Failed candidates can apply for revaluation within 7 working days after the publication of results.
- * They should contact the college administrative office for the application form & Details of fee for revaluation.
- * The revaluation results will be published within 7 working days from the due date for the applications for revaluation.
- * Revaluation results will be forwarded to the students' home address.

MALPRACTICE

- Students indulging in malpractice during centralized internal tests or ESE will be severely punished.
- They have to face an enquiry committee with their parents.
- The enquiry committee comprises
 - ◆ Principal
 - ◆ Deans
 - ◆ HOD
 - ◆ Controller of Examinations.

- ◆ The enquiry committee will inform them of the nature of punishment that has been framed by the Examination Committee.
- ◆ The following have been framed by the Examination Committee

End Semester Examination

- ✱ First time offence: Cancellation of examination taken in the particular paper and debarring the candidate from appearing for that paper for one subsequent examination.
- ✱ Repeat offence: Cancellation of examination of all subjects registered for that session and debarring the candidate from appearing for these papers for one subsequent examination.

Centralized Tests

- ✱ First time offence : Cancellation of test in that paper

For consolidation of marks

- For this particular paper available test mark is divided by 2, as the test average.
- Retest will not be given for that paper.
- Seminar and Micro Teaching for that paper can be entered and added to test average to get CIA marks (25) for that paper.

- ✱ Repeat offence : Cancellation of tests in all papers and debarring the candidate from appearing for tests in those papers for one subsequent semester.

For consolidation of marks

- The available test mark is divided by 2, as the average.
- Retest will not be given for that paper.
- Seminar and Micro Teaching for all papers must be entered and added to test average to get CIA mark (25) for all papers.

CIA Improvement :

If a Student fails for lack of sufficient CIA marks to get the aggregate pass minimum of 50% she can apply for CIA Improvement at the beginning of any semester.

COURSES OFFERED REGULAR / SELF FINANCING

SHIFT I : 8 A.M. - 1 P.M. SHIFT II : 1 P.M. - 5:30 P.M.

Subject	UG		PG		M.Phil	Ph.D.
	Shift I	Shift II	Shift I	Shift II	Shift II	
HISTORY	✓	-	✓ SF	-	-	-
ECONOMICS	✓	-	✓	-	✓ SF	✓
SOCIOLOGY WITH COMPUTER APPLICATIONS	✓	-	-	-	-	-
ENGLISH	✓	✓ SF	✓ SF	-	✓ SF	✓
TAMIL	✓	-	✓	-	✓ SF	✓
MATHEMATICS	✓	✓ SF	✓ SF	-	✓ SF	-
PHYSICS	✓	-	✓	-	-	-
CHEMISTRY	✓	-	✓ SF	-	-	-
ZOOLOGY	✓	-	✓ SF	-	-	-
HOME SCIENCE WITH FOOD BIOTECHNOLOGY	✓	-	✓ SF	-	-	-
COMPUTER SCIENCE	✓	-	✓ SF	-	-	-
COMMERCE	✓	-	✓	-	✓ SF	✓
COMMERCE WITH COMPUTER APPLICATIONS	-	✓ SF	✓	-	-	-
B.B.A.	-	✓ SF	-	-	-	-
B.Sc. Statistics	-	✓ SF	-	-	-	-
B.C.A.	-	✓ SF	-	-	-	-
JOURNALISM & MASS COMMUNICATION	-	✓ SF	-	-	-	-
SOCIAL WORK (M.S.W.)	-	-	✓ SF	-	-	-
INFORMATION TECHNOLOGY	-	✓ SF	✓ 10 a.m. - 5 p.m. (S.F)	-	-	-
PROFESSIONAL COURSES						
M.B.A.	-	-	✓ 10 a.m. - 5 p.m. (S.F)	-	-	✓
M.C.A.	-	-	✓ 10 a.m. - 5 p.m. (S.F)	-	-	-

* Fashion Designing and Garments Construction (FGDC) and PGDCA are offered.

ELIGIBILITY

The following is the eligibility criteria of the students applying for M.Phil./Ph.D. Programmes. Candidates from other Board, State, Country should obtain a provisional eligibility certificate from Madurai Karnaraj University before seeking admissions in the College.

M.Phil Programmes	REQUIREMENTS
M.Phil. English	B.A. & M.A. Economics with 60% of Marks
M.Phil. English	B.A. & M.A. English with 60% of Marks
M.Phil. Tamil	B.A. & M.A. Tamil with 60% of Marks
M.Phil. Mathematics	B.Sc. & M.Sc. Mathematics with 60% of Marks
M.Phil. Commerce	B.Com. & M.Com. CA & M.Com. CA with 60% of Marks
Ph.D. Programmes	REQUIREMENTS
Ph.D. Economics	B.A. & M.A. Economics / M.Phil. with 60% of Marks
Ph.D. Tamil	B.A. & M.A. Tamil / M.Phil Tamil with 60% of Marks
Ph.D. English	B.A. & M.A. English / M.Phil. English with 60% of Marks
Ph.D. Commerce	B.Com. & M.Com. / B.Com. CA & M.Com. CA / M.Phil. Commerce with 60% of Marks
Ph.D. Business Administration (Private)	MBA / M.Phil (Management/Business Administration) with 60% of Marks

PROCEDURE FOR ADMISSION

M.PHIL.: Students can apply with the Marks of the three semesters of their respective PG courses. They need not wait for the final semester's marks.

PH.D.: Students can apply in June and January.

The forms which are filled in correctly with all the particulars will be considered for Admission. The filled-in forms should be sent to the PRINCIPAL, FATIMA COLLEGE (AUTONOMOUS), MADURAI-1 8 either by Registered post or submitted in the college office during office hours.

Downloaded application forms should be filled up and sent to the college address along with Demand Draft (DD)

SELECTION PROCEDURE

A selection card will be sent by post to the individuals who are provisionally selected for the course. The list of selected candidates will be put up on the College notice board / Website.

Communication will be sent only to those who are provisionally selected. The provisionally selected candidate will have to present herself for the interview, with the Principal on the date mentioned in the intimation card. Student's provisional selection is automatically cancelled if the candidate fails to turn up for interview on the date and the time mentioned. Interview cards are sent by post to the selected candidates. And the same list will be displayed on the College notice board / Website.

Admission cannot be guaranteed when directions on the admission card are not strictly followed. If you are not coming on the date marked on the selection card your allotted seat will be given for the next person on the bases of merit.

ENTRANCE REQUIREMENTS

1. Selection card & Passport size Photos
2. S.S.L.C. Cumulative Record or its Equivalent Course Certificate (Original)
3. Higher Secondary Course Mark Certificate (Original & One Xerox Copy)
4. Transfer Certificate (Original)
5. Conduct Certificate (Original)
6. Medical Fitness Certificate (from a Registered Medical Practitioner) along with the Blood Group mentioned.
7. Community Certificate for BC, MBC, SC/ST/AC (Original & One Xerox Copy)
8. Eligibility Certificate (Only for those who are from other Board or State or Country)
9. UG Marksheet (Original & One Xerox Copy)
10. All three semesters marks statement of PG (Original & One Xerox Copy)

Note : Once admitted in the College, PG Transfer Certificate cannot be claimed. X Std., XII Std., UG & PG Mark Sheets will be returned only after the Government and University Verifies it.

WITHDRAWAL

A Student once enrolled in a course is expected to complete the same. She should not withdraw from the college without informing the Principal in writing. Otherwise, she will be liable to pay the fees for the period in which her name remains on the roll.

FOR THE PUBLIC

Fatima College does not accept CAPITATION FEE or DONATION for admission. If any one promises admission to the College on a consideration of donation, the matter should be brought to the notice of Sr. Principal / Sr. Secretary immediately. Canvassing in any form including recommendation letters and offering donations will disqualify a student from admission.

TEACHING STAFF

THE RESEARCH CENTRE OF ECONOMICS

1. Dr. T. V. Anandi, M.A., M.Phil., Ph.D., PGDCA. (HOD)
2. Dr. Shobana Nelasco, M.A., M.Phil., Ph.D.
3. Dr. M. Regina Mary, M.A., M.Phil., Ph.D.
4. Dr. G. Uma, M.A., M.Sc., M.Phil., Ph.D.
5. Dr. D. Fatima Baby, M.A., M.Phil., Ph.D.
6. Dr. S. Ivy Jenio, M.A., M.Phil., Ph.D.
7. Mrs. A. Gracy Rani, M.A., M.Phil.
8. Dr. P. Anita, M.A., M.Phil., Ph.D.
9. Dr. C. Sahayamary Sophia, M.A., M.Phil., Ph.D.

THE RESEARCH CENTRE OF ENGLISH

10. Mrs. A. Roselin Mary, M.A., M.Phil., Ph.D.
11. Mrs. Fernando Delishia, M.A., (Ph.D.)
12. Dr. P. Varaprasadam Christi Shanti, M.A., M.Phil., PGJMC., Ph.D.
13. Dr. S. Saira Banu, M.A., Ph.D., NET.
14. Dr. Mary Magdalene Abraham, M.A., M.A., B. Ed., M.Phil., Ph.D.
15. Dr. S. J. Kala, M.A., M.A., M.A., M.A., MCJ, M.Phil., Ph.D.
16. Mrs. S. Aarthi, M.A., M.Phil., SLET., NET.
17. Mrs. S. Parvathi, M.A., M.Phil., NET., SLET.
18. Dr. R. Saktheswari, M.A., M.Phil., Ph.D.
19. Ms. A. Deva Sudha, M.A., M.Phil., NET.
20. Dr. G. Priya, M.A., M.Phil., Ph.D.

THE RESEARCH CENTRE OF TAMIL

21. Dr. K. Josephine Mary, M.A., M.Phil., Ph.D.(HOD)
22. Dr. A. Pappy Kamala Bai, M.A., M.Phil., Ph.D., PGJMC.
23. Dr. M. Kamala, M.A., B.Ed., M.Phil., Ph.D., PGJMC.
24. Dr. K. Latha, M.A., M.Phil., Ph.D.
25. Mrs. S. Arul Michael Selvi, MA, M.Phil., (Ph.D.)
26. Dr. R. Dayana Christy, M.A., M.Phil., Ph.D.
27. Mrs. G Revathi, M.A., M.Phil.
28. Dr. R. Angel, M.A., M.Phil., Ph.D.
29. Dr. M. Pappa, M.A., M.Phil., NET., Ph.D.
30. Dr. P. Layola Juliet Mary, M.A., M.Phil., Ph.D.
31. Dr. C. Sornamala, M.A., NET, SET, M.Phil., Ph.D.
32. Mrs. S. Suja, M.A., M.Phil., B.Ed., NET.
33. Dr. N. Renuka, M.A., M.Phil., Ph.D., NET., SLET
34. Dr. S. Anburani M.A. Ph.D., NET.

MANAGEMENT STAFF

35. Dr. R. Ponni, M.A., M.Phil., Ph.D., SLET

DEPARTMENT OF MATHEMATICS

36. Dr. S. Rose Mary, M.Sc., B.Ed., M.Phil., Ph.D.,(HOD)
37. Mrs. A. Paulin Mary, M.Sc., M.Phil.
38. Mrs. A. Sheela Roselin, M.Sc., B.Ed., M.Phil.
39. Sr. M. Fatima Mary, M.Sc., M.Phil.
40. Dr. C. Prasanna Devi, M.Sc., M.Phil., Ph.D.

THE RESEARCH CENTRE OF COMMERCE

41. Dr. Jacqueline Gigi Vijayakumar, M.Com., M.Phil., Ph.D. (HOD)
42. Dr. B. Sahayarani Fernando, M.Com., Ph.D.
43. Dr. A. I. Auxilia Felicitas, M.Com., M.Phil., Ph.D.
44. Dr. T. Jeyanthi Vijayarani, M.Com., Ph.D.
45. Dr. T. Pushpa Jothi Indra, M.Com., B.Ed., M.Phil., Ph.D.
46. Dr. Sr. A. Jospin Nirmala Mary, M.Com., B.Ed., Ph.D.
47. Dr. S. Fatima Roseline Mary, M.Com., B.Ed., M.Phil., Ph.D.
48. Dr. C. Lucia Vanitha, M.Com., M.Phil., Ph.D.
49. Mrs. P. Kalaiselvi, M.Com., M.Phil., NET, (Ph.D.)

COLLEGE CELEBRATIONS

- * College Birthday
- * Orientation Day
- * Welcome to Juniors
- * Union Inauguration
- * Springs Intercollegiate Culturals
- * Teachers Day
- * Fatima Day & Founder's Day
- * Fine Arts Day
- * Deepavali
- * Christmas Celebration
- * Muthamizh Vizha
- * Ramzan
- * Hostel Day
- * Pongal Celebration
- * Convocation
- * Sports Day
- * College Day
- * Union Valediction
- * Farewell
- * Candle Light Ceremony

PUBLIC HOLIDAYS

- * Independence Day
- * Sri Krishna Jayanthi
- * Ramzan
- * Vinayaga Chathurthi
- * Gandhi Jayanthi
- * Ayutha Pooja
- * Vijaya Dhasami
- * Deepavali
- * Bakrid
- * Muharram
- * Christmas
- * English New Year
- * Pongal
- * Thiruvalluvar Day
- * Republic Day
- * Milad-Un-Nabi
- * Telugu New Year
- * Mahavir Jayanti
- * Good Friday
- * Dr. Ambedkar's Birthday

FATIMA COLLEGE (AUTONOMOUS)

THE RESEARCH CENTRE OF ECONOMICS

M.PHIL. PROGRAMME

THE COURSE OF STUDY AND THE SCHEME OF EXAMINATIONS

Sem.	Subject Code	Study Component	Hours	T	S	M.T	INT	EXT	TOT
I	EMP101	Modern Economic Issues	6	60	20	20	100	100	200
	EMP102	Research Methodology and Econometrics	6	60	20	20	100	100	200
II	EMP203	Data Analysis Using SPSS	6	60	20	20	100	100	200
	EMP204	Dissertation & Viva Voce	-	-	-	-	100	100	200

FATIMA COLLEGE AUTONOMOUS MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER I

PAPER I: MODERN ECONOMICS ISSUES — EMP101

Objectives:

- ✳ To explain basic theories of agricultural production and its application to the Indian agricultural system in the context of New Economic Policy.
- ✳ To provide with basis on banking system Trade and money market.
- ✳ To given an idea about Industrialisation location productivity and commerce.

Unit I: Agriculture:

- ✳ Models of Agriculture - J.W. Mellor - Hayami & Ruttan - Supply and Demand determinants
Agricultural Policy - Minimum Support Price-Procurement Prize -productivity - farm size and returns to scale. Food security and Public Distribution System - Questions of input subsidies in Agriculture in the context of WTO regime.-Current Issues in Agriculture.

Unit II: Industry:

- ✳ **Theories of Industrialisation:** Concept of optimum firm-factors determining optimum size-limits to the size- survival of small firms-objective of firm-profit and sales maxmisation - Industrial location.
- ✳ Theories of Location: Weber's theory - Edgar Hoover's approach - market area theory - Industrial sickness - Industrial Finance: IDBI-IFC-SIDS-LPG -competitiveness in Export prospects - Current Issues in Industry.

Unit III: Banking and Finance:

- ✳ Recent Developments - Quantity theory of money - Monetarist Hypothesis - Fiscal policy - money market - capital market.
- ✳ Institutional Finance: Commercial Banks, Mutual Funds - Non Banking Financial Institutions - Taxation-public expenditure-RBI-Post-reform Trends in monetary policy and fiscal policy.- Current Issues in Banking and Finance.

Unit IV: Trade

- ✦ Trends in world trade - North vs. South - open economy vs. closed economy - competition-level playing field - counter trade cartels - Dumping - Devaluation - Exchange Rate - W.T.O. - tariff reduction - W.T.O and India - GATT - Foreign Exchange reserves - exchange rate reforms UERS (Unified Exchange Rate System) EXIM Policy 2002-2007 - Current Issues in Trade.

Unit Indian Marketing Environment

- ✦ Economic reforms and structural changes in Business Environment - (a) Entrepreneurial freedom (b) entries of MNC'S (C) Foreign Investment in core industries (power, oil & telecom sector) - Ascendancy of private sector-Disinvestment - Dereservation - Delicensing - critical evaluation of exchange rates-FDI-TT.

Books for Reference:

1. Barthwal R. R., "Industrial Economics', New Age International Private Limited, New Delhi, 1996.
2. Benjamin R. E., Hariharan, S. B Karunakaran M, "Economics of Agriculture", S. Chand Company Ltd, 1987.
3. Cohen R. L., "The Economics of Agriculture", Mohit Publications, New Delhi, 2001.
4. Desai R. G., "Agricultural Economics" Models Problems and Policy Issues, Himalaya Publishing House, Mumbai, 1st Edition, 1998.
5. Ishwar C. Dhingra, "The Indian Economy Environment and Policy", Sultan Chand and Sons, New Delhi, 2004.
6. Kuchhal S. C., "The Industrial Economy of India", Chaitanya Publishing House, Allahabad, 1987.
7. Ramaswamy V.S. and Nama Kumar S., "Marketing Management", MacMillan Company, 1998.
8. Sivayya K. V. & Das V. B., "Indian Industrial Economy", S Chand and Company Ltd, New Delhi, 1996.
9. Soni R. N., "Leading Issues in Agricultural Economics", Vishal Publishing Company, 6th Reprint Edition, 2005.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER 1

PAPER II: RESEARCH METHODOLOGY AND ECONOMETRICS — EMP102

Objectives:

- ✧ To create awareness about the. research.
- ✧ To explain about the applications of mathematics in Economics.
- ✧ To train the students to apply mathematical tools and Econometrics model in the research project.

Unit I: Nature of Social Science and Research

- ✧ Meaning of research - Objectives of Research - Various steps in Research -Identifying a research problem - Components of a Research problem - Necessary conditions - major steps in research design - Qualities of Good Research project.
- ✧ Formulating and testing of hypothesis - meaning of hypothesis - Role of hypothesis - Types of hypothesis - Criteria for useful hypothesis - its formulation and testing of hypothesis.

Unit II: Data Collection:

- ✧ Primary Data: Mailed Questionnaire, Schedules, Interview methods, observation and case study, merits & demerits of primary sources.
- ✧ Secondary Data: Survey and sampling techniques - census and sample survey steps in sampling design - criteria for selecting a sample procedure - different types of sampling.

Unit III: Interpretation and Thesis Writing

- ✧ Data processing - Tabulation- Editing - coding - Analysis and Interpretation of data format for research report preliminary, text, Reference material, foot note, index - Bibliography.

Unit IV: Econometrics - Simple and Multiple Regression Model

- ❖ Relationship between variables - Regression models- Error term- least square estimation - standard error - hypothesis. testing - confidence interval co-efficient of determination - Application & Interpretation.
- ❖ Multiple Regression Model and its application.

Unit V: Violation of Assumptions of OLS

- ❖ Auto correlation - Durbin Watson test - Estimation of parameters Multicollinearity Heteroscedasticity - Specification problems and bias - Errors in variables - Dummy variables.

Books for Reference:

❖ Research Methodology:

1. Donald H. Mc Burney, "Research Methods", Thomson-Words Worth, 5th Edition, 2003.
2. Ghosh B.N., "Scientific Method & Social Research", Sterling Publishers Pvt. Ltd., New Delhi, 4th Edition 1987.
3. Goode and Hatt, "Methods and Social Research", McGraw-Hill International Book company, 23rd Printing, 1983.
4. Gopal La! Jain, "Research Methodology - Methods Tools and Techniques", Mangal Deep publications, Jaipur, 1998.
5. Kothari C. R., "Research Methodology", New Age International Publishers, New Delhi, 3rd Reprint Edition, 2004.

❖ Econometric:

1. Damodar Gujarati, "Basic Econometrics", McGraw-Hill Book Company, International Student Edition, 1986.
2. Koutsoyiannis A, "Econometrics", Palgrave, New York, 2001.
3. Maddala, G. S., McGraw-Hill Book Company, New Delhi, 2000.
4. Madnani, G. M. K., "Econometrics", Oxford & 1BH Publishing Company Private Limited, New Delhi, 1988.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME SEMESTER II

PAPER III: DATA ANALYSIS USING SPSS - EMP203

Objectives:

- ✧ To facilitate the research scholars in solving the statistical problems using computer.
- ✧ To equip and train the students to use SPSS for their applications in research

UNIT I: Introduction to SPSS:

Descriptives -Frequencies - Creating Graphs -Correlation-Regression: Simple, multiple and logistic - Trend Analysis -Reliability and Validity -Comparing Means: One or Two - sample 't' test, Z test, F test - Cross Tabulation - Chi Square-One Way ANOVA - MANOVA -MANCOVA

UNIT II: Non Parametric Test:

Mann Witney Rank Sum Test -The Sign Test - Wilcoxon Matched Pairs Signed Ranks Test - The Runs Test - The Binomial Test - The Kolmogorov -Smirnov One Sample Test - One sample Chi - Square Test - The Friedman One Way ANOVA- K-Sample Median Test

UNIT III: Factor Analysis for Data reduction:

Basic Concepts - Factor and Component, Exploratory and Confirmatory Factor Analysis, Extraction, Factor Loading, Rotation Communalities - Eigenvalue and Scree Plot - Scale Reliability, Sample Size Considerations - Using SPSS.

UNIT IV Cluster Analysis for Segmentation:

Descriptions - Procedure for conducting cluster analysis - Hierarchical Cluster Analysis - Analysis of Output - agglomeration table - vertical icicle plot using complete Linkage -Dendrogram using complete linkage.

UNIT V: Discriminant Analysis for Classification and Prediction

Steps used - Statistics - Stepwise method -Classification - Discriminant Analysis Group means - Univariate F ratio - Minimizing Wilks Lambda

Books for Reference:

1. Darren George and Paul Mallery - SPSS for Windows, Pearson Education
2. Rajendra Nargundkar, Marketing Research, Tata Mc Graw Hill Publishing Ltd
3. Kothari C.R. and Gaurav Garg Research Methodology-Methods and Techniques 2014, New Age Publishing
4. D.P.Nagpal, "Computer Course", Wheeler Publishing, 2001.
5. Ajai S. Gaur and Sanjaya S. Gaur, "Statistical Methods for Practice and Research", Response Books, A division of SAGE Publications.
6. Alan C. Elliott and Wayne A. Woodward, "Statistical Analysis Quick Reference Guide Book", Sage Publications, 2007.
7. Doing Data Analysis using SPSS , Centage Publishers.

FATIMA COLLEGE (AUTONOMOUS)

THE RESEARCH CENTRE OF ENGLISH

M.PHIL. PROGRAMME

THE COURSE OF STUDY AND THE SCHEME OF EXAMINATIONS

Sem.	Subject Code	Study Component	Hours	T	S	M.T	INT	EXT	TOT
I	LMP101	Rhetoric & Research Methodology	6	60	20	20	100	100	200
	LMP102	Literary Theory	6	60	20	20	100	100	200
<hr/>									
II	LMP203	Contemporary Literature	6	60	20	20	100	100	200
	LMP204	Dissertation	-	-	-	-	100	100	200

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER 1

PAPER I: RHETORIC AND RESEARCH METHODOLOGY - LMP101

General Objective: To familiarize students with the art of writing and the concept of Research.

Specific Objective: To enable students to learn the mechanics of thesis writing.

Unit I: Research and writing:

1. The research paper as a form of exploration
2. Selecting a topic
3. Conducting research
4. Compiling a working Bibliography
5. Taking Notes
6. Outlining
7. Writing Drafts
8. Plagiarism
9. Spelling
10. Punctuation
11. Italics
12. Names of persons
13. Numbers
14. Titles
15. Quotations

Unit II: Format of the research paper and Documentation:

1. Format of the research paper
2. Documenting source, List of works cited
3. Periodical print publication
4. Non Periodical print publication
5. Citing web publication
6. Citing additional common sources

Unit III: Part Two - The forms of Discourse

1. Chapter V - The Methods of Exposition (from Modern Rhetoric)
2. Chapter VI - Argument (from Modern Rhetoric)

Unit IV:

1. Chapter VII - Description (from Modern Rhetoric)
2. Chapter VIII - Narration (from Modern Rhetoric)

Unit V: Methods of Teaching English:

1. Chapter XIV - Approaches and Methods (From M. L. Tickoo)

Texts:

1. Gibaldi, Joseph. MLA Hand book for writers of Research Papers 7th ed, New York: MLA publication, 2009.
2. Brooks Cleanth, and Robert Penn Warren. Modern Rhetoric shorter ed, New York: Harcourt, Brace & World inc, 1961.
3. Tickoo, M. L. Teaching and Learning English: A Source for teachers and Teacher -
4. Trainers, Delh: Orient longman, 2007.

Reference Book:

1. Krishnaswamy N, Lalitha Krishnaswamy. Teaching English: Approaches, Methods, and Techniques. New Delhi: Macmillan India Ltd., 2007.
2. Bateson, F.W. The Scholar Critic: An Introduction to Literary Research. London: Routledge, 1972.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER 1

PAPER II: LITERARY THEORY - LMP102

General Objective: To familiarize students with contemporary Literary Theories

Specific Objective: To enable students to develop a critical perspective to analyze literary pieces

Unit I:

✧ Psychoanalytical Theory

- **Jacques Lacan:** The Mirror Stage as Formative of the Function of the I as Revealed in Psychoanalytic Experience (From Literary Theory: An Anthology, pg:178-183)

✧ Marxism

- Edmund Wilson: Marxism & Literature (From The Norton Anthology: Theory and Criticism, p.1567-1575)

Unit II:

✧ Structuralism

- Ferdinand de Saussure: Course in General Linguistics: Nature of the Linguistic Sign (From Literary Theory: an Anthology, pg: 76-90)

✧ Post-Structuralism

- **Michael Foucault:** What is an author? (From the Norton Anthology: Theory and Criticism, p.1622-1636)
- **Jean Francois Lyotard:** The Post Modern Condition. (From Literary Theory: An Anthology, pg: 509 - 513)

Unit III

✧ Gender Studies

- **Audre Lorde:** Age, Race, Class & Sex: Women Redefining Difference (From Literary Theory: An Anthology, p.630-636).

- R. Radhakrishnan: Nationalism, Gender and the Narrative of Identity. (From Post Colonial Discourses: An Anthology, pg: 191-203)

✧ **Ethnic Studies**

- Henry Louis Gates: The Blackness of Blackness: a Critique on the Sign and the Signifying Monkey (From Literary Theory: An Anthology, pg: 903-919)

✧ **Cultural Studies**

- **J. Hillis Miller:** Cultural Studies and Reading. (From Literary Theories: A Reader and Guide, pg: 604-609)

Unit IV

✧ **New Historicism**

- **Moira Ferguson:** Sending the Younger Son Across the Wide Sargasso Sea: The New Colonizer Arrives. (From Post Colonial Discourses: An Anthology, pg: 1037-1041)

✧ **Post-Colonial Studies**

- **Edward Said:** Orientalism - Introduction (From The Norton Anthology: Theory and Criticism, pg: 1991-2012)
- Bill Ashcroft et al: Introduction (From The Empire Writes Back: Theory and Practice in Postcolonial Literatures, pg: 1-30)

Unit V

✧ **Eco Criticism**

- Rob Nixon: Environmentalism & Post Colonialism (From African Literature: An Anthology of Criticism and Theory, pg: 715-721)

✧ **Diaspora**

- Kwame Anthony Appia: African Identities (From Post Colonial Discourses: An Anthology. p.272-279)
- Stuart Hall: Cultural Identity & Diaspora (pg: 392-403)

Text Books from which the Essays are taken:

1. Literary Theory: An Anthology. Ed. Julie Rivkin and Michael Ryan. Massachusetts: Blackwell Publishers Inc., 2002.
2. Leitch, Vincent B. et al. The Norton Anthology: Theory and Criticism. New York, 1990.
3. Olaniyan, Tejumola, Ato Quayson. African Literature: An Anthology of Criticism and Theory. Oxford: Blackwell Publishers, 2007.
4. Castle, Gregory, ed. Post Colonial Discourses: An Anthology. Oxford: Blackwell Publishers, 2001.

Reference Books:

1. Barry, Peter. Beginning Theory. South Asia edition. Chennai: Viva Books, 2007.
2. Bertens, Hans. Literary Theory: Basics. London, New York: Routledge, 2001.
3. Bressler, Charles. E. Literary Criticism: An Introduction to Theory and Practice. 3rd ed. Upper Sadler River: N.J. Prentice Hall, 2003.
4. Culler, Jonathan. Literary Theory: A Short Introduction
5. Eagleton, Terry. Literary Theory: An Introduction. Minneapolis: University of Minnesota, 1985.
6. Klages, Mary. Literary Theory: A Guide for the Perplexed. Chennai: Viva Books, 2008.
7. Selden, Raman and Peter Widdowson. A Reader's Guide to Contemporary Literary Theory. 3rd ed. Lexington: University of Kentucky, 1993.
8. Loomba, A. Colonialism/Post Colonisation. London, New York: Routledge, 2005.
9. During, Simon. The Cultural Studies Reader. London: Routledge, 2007.
10. Spivak, Gayatri. In Other Worlds: Essays in Cultural Politics. London: Routledge, 1987.
11. Bhabha Homi. The Location of Culture. London: Routledge, 2004.
12. Moi, Toril. Sexual/Textual Politics. New York: Routledge, 2002.
13. Hall Gary and Clare Birchall. New Cultural Theories - Adventures in Theory. Hyderabad: Orient BlackSwan, 2009.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER II

PAPER III: CONTEMPORARY LITERATURE - LMP203

General Objective: To present a survey of contemporary literature the world over

Specific Objective:

- ✧ To help students appreciate representative pieces of literatures of the world.
- ✧ To sensitise students to the various literary and socio-cultural issues in the select pieces

Unit I: Poetry

1. Margaret Atwood : "The Immigrants" and "Mushrooms"
2. Patrice Emery Lumumba : "From the Heart of Congo"
3. Lakakdasa Wikkramasi : "Don't Talk to Me about Matisse"
4. Bruce Dawe : "Life Cycle" and "Home Coming"
5. Mazisi Kunene : "A Note to All surviving Africans"
6. Derek Walcott : "Omeros" Book Five, Chapter XXXVII
7. Edwin Thumboo : "Ulysses by the Merlion" and "Island"
8. Sujatha Bhatt : "A different History"
9. Oodgeroo Noonuccal (Kath Walker) : "We are Going"
10. John Peake : "Small Gestures"
11. Maurice Riordan : "The January Birds"

Unit II: Prose

1. Ngugi wa Thiong'o : "Decolonising the Mind"
2. Shashi Deshpande : "Writing from the Margin"

Unit III: Drama

1. Utpal Dutt : Hunting the Sun
2. Ngugi wa Thiong'o & Ngugi wa Miril : I Will Marry when I Want

Unit IV: Fiction

1. 1. Yann Martel : Life of Pi
2. 2. Aravind Adiga : The White Tiger
3. 3. Gabriel Garcia Marquez : One Hundred Years of Solitude

Unit V: Short Story

1. Margaret Atwood : Murder in the Dark (From Murder in the Dark)
2. Nayantara Sahgal : Crucify Me (From The Verdict and other Stories)
3. Nadine Gordimer : Crimes of Conscience (From Crimes of Conscience)
4. Helen Garner : The Life of Art (From The Arnold Anthology of Post-Colonial Literatures in English)
5. Olive Senior : Summer Lightning (From The Arnold Anthology of Post-Colonial Literatures in English)
6. Witi Ihimaera : The Whale (From The Arnold Anthology of Post-Colonial Literatures in English)
7. Philip Jeyaretnam : Making Coffee (From The Arnold Anthology of Post-Colonial Literatures in English)

Self Study

1. Carlos Bulosan : i. Be American
ii. Homecoming (Norton Anthology, Am.Let. Vol.D)
2. Meera Godbole Krishnamurthy : Balancing Act - 2009
3. Ardashir Vakil : Beach Boy (1997)(Betty Trask Award Winner)-Diaspora
4. Anita Brookner : The Rules of Engagement (2003)

Reference Books:

1. Atwood Margaret. *Eating Fire - Selected Poetry 1965-1995*. London: Virago Press, 2010.
2. Atwood, Margaret. *Murder in the Dark*. London: Virago, 2001.
3. Castle, Gregory, ed. *Post Colonial Discourses: An Anthology*. Oxford: Blackwell Publishers, 2001.
4. Deshpande, G.P. ed. *Modern Indian Drama*. New Delhi: Bharti Printers, 2000.
5. Gordimer, Nadine. *Crimes of Conscience: Selected Short Stories*. New Hampshire: Heinmann Books Inc. 2001.
6. Olaniyan, Tejumola, Ato Quayson. *African Literature: An Anthology of Criticism and Theory*. Oxford: Blackwell Publishers, 2007.
7. *The Arnold Anthology of Post-Colonial Literatures in English*. ed. John Thieme. London: Arnold, 2000.
8. *The Verdict and other Stories*. ed. Geeta Dharmarajan and Keerti Ramachandra. New Delhi: Katha, 2001.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

RESEARCH CENTRE OF TAMIL

M.PHIL. PROGRAMME

THE COURSE OF STUDY AND THE SCHEME OF EXAMINATIONS

Sem.	Subject Code	Study Component	Hours	T	S	M.T	INT	EXT	TOT
I	TMP101	Research Methodology & History of Criticism	6	60	20	20	100	100	200
	TMP102	Feminist & Dalit Literary Theories	6	60	20	20	100	100	200
II	TMP203	Research Approaches	6	60	20	20	100	100	200
	TMP204	Dissertation	-	-	-	-	100	100	200

பாத்திமாக் கல்லூரி (தன்னாட்சி) மதுரை - 625 018

நிறைநிலை (எம்.ஃயில்) தமிழ் - முதற்பருவம்

தாள் 1 : ஆராய்ச்சி நெறிமுறைகளும் தமிழாய்வு வரலாறும் - TMP101

இலக்கு: ஆய்வுத் தொடர்பான கருத்துக்களை அறிதல், ஆய்வுக்குத் தகுதிப்படுத்திக் கொள்ளல்

கூறு 1

- ※ ஆய்வாளரின் தகுதிகள் : அமைய வேண்டிய பண்புகள் : ஆய்வு அறம்.
- ※ ஆய்வுத் தலைப்பும், சிக்கலும்
- ※ கருதுகோள் விளக்கம், இயல்புகள், கருதுகோளின் வகைகள், கருத்து உருவாக்கம், ஆய்வில் அதன் பங்கு

கூறு 2

- ※ ஆய்வு முறைகள்
 - மரபு வழி ஆய்வு முறைகள்
 - அறிவியல் ஆய்வு முறைகள்
 1. ஒப்பீட்டு முறை ஆய்வு
 2. அமைப்பில் முறை ஆய்வு
 3. வரலாற்று முறை ஆய்வு
 4. விளக்க முறை ஆய்வு
 5. பகுப்பு முறை ஆய்வு
- ※ ஆய்வுத் திட்டம்
 - தகவல் திரட்டல்
 - தகவல் திரட்டப்படப்படும் உத்திகள் - பேட்டி, கள ஆய்வு, வினாநிரல், உற்று நோக்கல்.
 - தகவல் பதிவு (Documentation)
 - தகவல்களைப் பகுத்தாய்வுதலும், விளக்கமும் (Analysis and Interpretation)

கூறு 3

- ※ ஆய்வறிக்கை, ஆய்வேடு, எழுதுதல் (Research Report and Thesis Writing)
 - ஆய்வேட்டின் அமைப்பு
 - மேற்கோள் காட்டல்

- மேற்கோள் குறிப்புக்கள் (அடிக்குறிப்புக்கள்)
- துணைநூற்பட்டியல்

✱ பின்னிணைப்பு

- விளக்கப் படங்கள்
- வரைகட்டப் படங்கள்
- அட்டவணைகள்

கூறு 4

- ✱ ஆய்வின் தோற்றமும் வளர்ச்சியும் : இலக்கண நூல்கள் (தொல்காப்பியம், நன்னூல்) - உரைகள் (பேராசிரியர், பரிமேலழகர்) - இலக்கியங்களில் (சங்க காலம் முதல் தற்காலம் வரை) - இடம்பெறும் ஆய்வு நெறிமுறைகள், ஆய்வு வரலாறு.

கூறு 5

- ✱ இலக்கியத்தில் ஆய்வுச் சிந்தனைகள் : வையாபுரிப்பிள்ளை - இலக்கியச் சிந்தனைகள் தொகுதி இரண்டு (கட்டுரைகள் 4, 7, 20), கா.சிவத்தம்பி இலக்கியமும் கருத்து நிலையும், கோ. கேசவன் - மண்ணும் மனித உறவுகளும் (கைலாசபதியின் முன்னுரை உட்பட)
- ✱ மொழி நடை : அண்ணா - தம்பிக்கு, நா.வானமாமலை - உரைநடை வளர்ச்சி, மக்கள் வெளியீடு.

பார்வை நூல்கள் :

1. இலக்கிய ஆராய்ச்சி நெறிமுறைகள் - டாக்டர் முத்துச் சண்முகன் மற்றும் டாக்டர் சு.வேங்கடராமன், முத்துப் பதிப்பகம், மதுரை - 19.
2. ஆய்வியல் அறிமுகம் - டாக்டர் தமிழண்ணல் மற்றும் டாக்டர் எம்.எல்.இலக்குமணன், அரசு வெளியீடு, சதாசிவ நகர், மதுரை - 20.
3. ஆய்வியல் நெறிகள் - கு.வெ.பாலசுப்ரமணியன், உமா வெளியீட்டகம், தஞ்சாவூர்.
4. கள ஆய்வு நெறிமுறைகள் - ஸ்டீபன்
5. தமிழிலக்கியத் திறனாய்வு வரலாறு - க.பஞ்சாங்கம்
6. Methods of Social Survey and Research - S.A.Bajbai Kitab Chen, Kanpur, 1974

பாத்திமாக் கல்லூரி (தன்னிலை) மதுரை - 625 018

நிறைநிலை (எம்ஃபில்) தமிழ் - முதற்பருவம்

தாள் 2 : பெண்ணிய, தலித்திய இலக்கியங்களும் கோட்பாடுகளும் - TMP102

இலக்கு: அண்மைக் காலப் பெண்ணிய, தலித்திய இலக்கியங்களை அறிதல், இலக்கியங்களை, பெண்ணிய, தலித்தியக் கோட்பாட்டு அடிப்படையில் மறுவாசிப்புக்கு உட்படுத்தல்.

கூறு 1

- * உலக, இந்தியச் சூழலில் பெண்ணியத்தின் தோற்றமும் போக்குகளும்.
- * பெண்ணியக் கோட்பாடு - விளக்கம், வகைகள்.
- * பெண்ணிய நோக்குத் திறனாய்வின் அடிப்படைகள்.
- * பெண் மொழி

கூறு 2

- * மறுவாசிப்புக் களங்கள் : சங்க இலக்கியம், புறநானூறு, குறுந்தொகை - முதல் நூறு பாடல்கள்
- * காப்பியம் : பெரியபுராணம்
- * சிற்றிலக்கியம் : முக்கூடற்பள்ளு, குற்றாலக் குறவஞ்சி.

கூறு 3

- * தற்கால இலக்கியம் : பறத்தல் அதன் சுதந்திரம் - காவ்யா. தேர்ந்தெடுத்த 10 கவிதைகள்.
- * புனைகதைகள் : பெண்ணியக் கதைகள் (இரா, பிரேமா, (தொ.ஆ.) 2004) தொகுப்பிலிருந்து தேர்ந்தெடுத்த ஆறு சிறுகதைகள், புதினம் : எப்போதும் பெண் - சுஜாதா.
- * நாடகம் : சத்திய சோதனை - கே.ஏ.குணசேகரன் 'உடலுக்கப்பால்' மகாபாரதத்தில் பெண்ணியம் - நந்தகிஷோர் ஆச்சார்யா சரஸ்வதி ராம்நாத் (மொ.பெ.)

கூறு 4

- * தலித்தியக் கோட்பாடும் வரலாறும்
- * இலக்கிய வடிவ மாற்றம் - எடுத்துரை முறையில் மாற்றம். தன் வரலாற்றுப் போக்குவாய் மொழி மரபுக்குள் புதிய உள்ளடக்கத்தைத் தருதல். செவ்வியல் வடிவத்துடன் முரண்படுதல்.

கூறு 5

- ✳ கவிதை : அந்த நந்தனை எரித்த நெருப்பின் மிச்சம் – தமிழவன்
- ✳ புனைகதைகள் : சங்கம் – சின்னப்ப பாரதி, சங்கதி – பாமா. தேர்ந்தெடுக்கப்பட்ட ஆறு சிறுகதைகள், விழி.பா. இதயவேந்தன் – 2 (இரக்கம், இம்சை), அபிமானி – 2 (கண்ணீர்ப் பட்டாளங்கள், தண்டம்), பா. செயப்பிரகாசம் – 1 (தாலியில் பூச்சூடியவர்கள்)
- ✳ வாழ்க்கை வரலாறு : 'ஆமாம் நான்தான் சாவித்திரி பாய்' – கஷ்மா பயணப்படாத பாதைகள், 'ஸ்பாரோ', 2001

பார்வை நூல்கள் :

1. பெண்ணியம் – தோற்றமும் வளர்ச்சியும் – முத்துச் சிதம்பரம், தமிழ்ப் புத்தகாலயம், சென்னை, 1995.
2. பெண்ணியம் – இரா.பிரேமா, தமிழ்ப் புத்தகாலயம், சென்னை, 1994.
3. பெண்ணியம் கலை இலக்கியப் பிரதிகளும் – சண்முகசுந்தரம், காவ்யா, 1994.
4. பெண் – மரபிலும் இலக்கியத்திலும் – இரா.பிரேமா, தமிழ்ப் புத்தகாலயம், 2001
5. விடுதலைக்கு முன் தமிழ் நாவல்களில் பெண்கள் – எம்.ஏ. சுசீலா, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, 1994.
6. பெண் மொழி புனைவு – பஞ்சாங்கம் காவ்யா, 1999.
7. பெண் இலக்கியம் வாசிப்பு – எம்.ஏ.சுசீலா, மீனாட்சி புத்தக நிலையம், 2001.
8. பெண்ணிய உளப் பகுப்பாய்வும் பெண் மொழியும் – இரா.காஞ்சனார், விஷ்ணுப்பிரியா பதிப்பகம், மதுரை, 2005.
9. பெண் ஏன் அடிமையானாள்? – ஈ.வெ.ராமசாமி
10. தாழ்த்தப்பட்டோர் இலக்கியம் – பொ.கேசவன்
11. தலித் பண்பாடு – ராஜ் கௌதமன், புதுவை, 1994
12. தலித் கலை இலக்கியம் – ரவிக்குமார், அரசியல் (தொ.ஆ.) விடியல், கோவை, 1996.
13. மையத்திலிருந்து விளிம்பை நோக்கி – எம்.ஏ.சேவியர் முகில், மதுரை, 1998.
14. உடைபடும் புனிதங்கள் – ச.மார்க்ஸ், விடியல், கோவை, 1995.
15. உலக வரலாற்றில் பெண்கள் – வி.ராதா கிருஷ்ணன் (ஆங்கில மூலம்) (தமிழாக்கம்) நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட், சென்னை, 2002.
16. அணங்கு – மாலதி மைத்ரி, க்ருஷாங்கினி, (தொ.ஆ.) மருதா, 2004.
17. விளிம்பு நிலைக் கதையாடல்களும் தமிழ்ச் சூழலும் – விடியல், கோவை.

18. கோடை உமிழும் குரல் – திலகவதி, அமுதா பதிப்பகம்.
19. பெண் கவிதை மொழியும் பெண் கவிஞர்களும் – பத்மாவதி விவேகானந்தன், வள்ளி கந்தர் பதிப்பகம், சென்னை, 2004.
20. பெண்ணிய அரசியல் – மங்கை, கங்கு வெளியீடு.
21. பெண்ணிய கலைச்சொல் அகராதி – அன்னை தெரசா பல்கலைக்கழகம்.
22. காலம் தோறும் நந்தன் கதை – உருத்திராபதி
23. The Face behind the Mask (Women in Tamil Literature) - C.S.Lakshmi.
24. The Feminine Mystique - Betty Fridon.
25. The Second Sex - Simon De Beauvori.
26. The Position of Women in Hindu Civilization - A.S. Altekar.

பாத்திமாக்க கல்லூரி (தன்னிலை) மதுரை - 625 018

நிறைநிலை (எம்.ஃபில்) தமிழ் - இரண்டாம் பருவம்

தாள் 3 : திறனாய்வு அணுகுமுறைகள் - TMP203

இலக்கு: பல்வேறு திறனாய்வு அணுகுமுறைகளை அறிந்து கொள்ளல், அவற்றை இலக்கியத்தில் பொருத்திப் பார்க்கும் திறன் பெறல்

- கூறு 1 : சமூக அணுகுமுறை, மார்க்சிய அணுகுமுறை
கூறு 2 : அறிவியல் அணுகுமுறை, அழகியல் அணுகுமுறை
கூறு 3 : வரலாற்றியல் அணுகுமுறை, அமைப்பியல் அணுகுமுறை
கூறு 4 : உளவியல் அணுகுமுறை, தொன்மவியல் அணுகுமுறை
கூறு 5 : குறியீட்டியல் அணுகுமுறை

பார்வை நூல்கள்

※ முதன்மை நூல்கள்

திறனாய்வுக்கலை - தி.சு. நடராஜன், நியூ செஞ்சரி புக் ஹவுஸ், சென்னை, ஆகஸ்டு, 1996.

திறனாய்வு அணுகுமுறைகள் - கு. பகவதி (ப.ஆ.) உலகத்தமிழாராய்ச்சி நிறுவனம், சென்னை, மார்ச் 1989.

※ துணை நூல்கள் :

1. திறனாய்வுக் கொள்கைகள் - தி.சு. நடராஜன், அன்னம் வெளியீடு, சிவகங்கை, 1990.
2. இலக்கியமும், சமூகவியலும் - சி.இ. மறைமலை, மணிவாசகர் பதிப்பகம், சென்னை
3. இலக்கியமும், உளவியலும் - சி.இ. மறைமலை
4. இலக்கியமும், மார்க்சியமும் - சி.இ. மறைமலை
5. ஸ்ட்ரக்சுரலிசம் - தமிழவன், பாரிவேல் பதிப்பகம், திருநெல்வேலி, 1982.
6. அமைப்பியல், பின் அமைப்பியல் - ந. முத்துமோகன், காவ்யா, பங்களுர், 1998.
7. மார்க்சியத்தின் புதிய பரிமாணங்கள் - ஞானி, புதுமலர் படைப்பகம், கோவை, 1999.
8. மார்க்சிய சமூகவியல் கொள்கை - நா.வானமாமலை, நியூ செஞ்சரி புக் ஹவுஸ், 1984.
9. மார்க்சியமும், இலக்கியத் திறனாய்வும் - எம்.ஏ.நுஃமான், அகரம், சிவகங்கை, 1987.
10. தமிழ் நாவலில் மனிதமனம் - நா. அனுராதா, மீனாட்சி புத்தக நிலையம், மதுரை, 2001.
11. Theories of Personalities - Calvin S.Hall & Garden, Wiley Eastern Limited, 1985.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

DEPARTMENT OF MATHEMATICS

M.PHIL. PROGRAMME

THE COURSE OF STUDY AND THE SCHEME OF EXAMINATIONS

Sem.	Subject Code	Study Component	Hours	T	S	M.T	INT	EXT	TOT
I	MMP101	Research Methodology	6	60	20	20	100	100	200
	MMP102	Commutative Algebra	6	60	20	20	100	100	200
II	MMP203	Advanced Topology	6	60	20	20	100	100	200
	MMP204	Dissertation and Viva Voce	-	-	-	-	100	100	200

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER I

PAPER I: RESEARCH METHODOLOGY - MMP101

Objective: To enable the students to study the Research Methodology and some concepts of Measurability, LP Spaces, Fourier Transforms and Banach algebras.

Unit I: Research Methodology:

- ✧ Planning the Thesis: Selecting a topic-Reviewing the literature-Designing the study-The chapter outline.
- ✧ Writing the Thesis: The preliminaries-The text-The reference material-The abstract-The final product-Chapter divisions and subdivisions-Spacing-Pagination-Margins-Paragraph indentation-Sample pages.
- ✧ Revising the Thesis: Editing the final draft-Evaluating the final draft-Proof reading the final typed copy.

Unit II: Abstract Integration:

- ✧ Set-theoretic notations and terminology - The concept of measurability - Simple functions - Elementary properties of measures - Arithmetic in $[0, \infty]$ - Integrations of positive functions - Integration of complex functions - The role played by sets of measure zero.

Unit III: L^p - Spaces:

- ✧ Convex functions and inequalities - The L^p Spaces - Approximation by continuous functions.

Unit IV: Fourier Transforms:

- ✧ Formal properties - The inversion theorem - The Plancherel theorem - The Banach Algebra L^1 .

Unit V: Banach Algebras:

- ✧ Introduction — The invertible elements — Ideals and Homomorphisms — Applications.

Text Books:

- ✧ Janathan Anderson, Berry H. Durston & Millicent Poole - Thesis and Assignment Writing - Eleventh Reprint, 1991, Wiley Eastern Limited. (Unit I: Chapters: 3, 5, 6 & 12)
- ✧ Walter Rudin - Real and Complex Analysis - Third edition 2006 - Tata McGraw Hill publishing company limited. (Unit II: Chapter: 1, Unit III: Chapter: 3, Unit IV: Chapter: 9 & Unit V: Chapter: 18)

Reference Books:

- ✧ C.R. Kothari — Research Methodology, Second Revised Edition — 2009, New Age International (P) Limited, Publishers.
- ✧ Walter Rudin - Functional Analysis - Second edition 2006 — Tata McGraw Hill Publishing Company limited.
- ✧ G. F. Simmons Introduction to Topology and Modern Analysis by - Tata McGraw Hill Publishing Company Limited, 2006.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER I

PAPER II: COMMUTATIVE ALGEBRA - MMP102

Objective: To enable the students to know the concepts of Modules, Modules of Fractions, Primary decomposition, Integral Dependence, Valuations and Chain Conditions

Unit I:

- ✧ Rings and Ring Homomorphisms - Ideals, Quotient Rings - Zero Divisors, Nilpotent Elements, Units - Prime Ideals and Maximal Ideals - Nil Radical and Jacobson Radical - Operations on Ideals - Extension and Contraction.

Unit II:

- ✧ Modules and module homomorphisms Submodules and quotient modules - Operations on submodules - Direct sum and product - Finitely generated modules -Exact sequences - Tensor product of modules -

Unit III:

- ✧ Restriction and extension of scalars - Exactness properties of the tensor product -Algebras - Tensor product of algebras. - Rings and Modules of Fractions - Local properties - Extended and contracted ideals in rings of fractions.

Unit IV:

- ✧ Primary Decomposition. - Integral Dependence - the Going - Up theorem. Integrally closed Integral Domains - the Going-Down theorem.

Unit V:

- ✧ Valuation Rings - Chain conditions.

Text Book :

- ✧ M.F. Atiyah & I.G. Macdonald - Introduction to Commutative Algebra - Addison-Wesley Publishing Company, 1969. (Chapters 1 to 6)

Reference Books:

- ✧ Thomas W. Hungerford, Springer Verlag - Algebra, Indian reprint, 2004.
- ✧ I. S. Luthar, I. B. S. Passi — Algebra, Volume 3, Modules, Narosa Publishing house, 2005.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER II

PAPER III: ADVANCED TOPOLOGY - MMP203

Objective:

To enable the students to study some advanced concepts in Topology to develop logical and - mathematical thinking.

Unit I: The Stone-Cech Compactification

- ✧ The Stone-Cech Compactification - Local Finiteness.

Unit II: Metrization Theorems

- ✧ The Nagata-Smirnov Metrization Theorem - Paracompactness - The-Smirnov Metrization Theorem.

Unit III: Complete Metric Spaces

- ✧ Complete Metric Spaces - A Space Filling Curve - Compactness in Metric spaces.

Unit IV: Pointwise and Compact Convergence

- ✧ Pointwise and Compact Convergence - Ascoli's Theorem - Baire Spaces.

Unit V: Bitopological Separation

- ✧ Pairwise T_1 and T_2 Spaces - Pairwise Regular Bitopological Spaces - Quasi-Metrizable Bitopological Spaces - Pairwise Normal Bitopological Spaces - Pairwise Completely Normal Bitopological Spaces.

Text Books:

1. James R. Munkres-Topology-Second Edition 2006-Prentice-Hall of India Private Ltd.
 - ◆ **Unit I:** Chapter 5 - Section 38 & Chapter 6 - Section 39
 - ◆ **Unit II:** Chapter 6 - Sections 40, 41 & 42
 - ◆ **Unit III:** Chapter 7- Sections 43, 44 & 45
 - ◆ **Unit IV:** Chapter 7 - Sections 46, 47 & Chapter 8 - Section 48
2. K. Chandrasekhara Rao - Topology, 2009, Narosa Publishing House Pvt. Ltd.
 - ◆ **Unit V:** Chapter 11 (Excluding Problem 11.1 - Problem 11.6)

Reference Books:

- ✧ James Dugundji, Allyn and Bacon, General Topology, Boston, 1996.
- ✧ Gupta B.D - Topology- Mathematics and Statistics Publications, 2015.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

THE RESEARCH CENTRE OF COMMERCE

M.PHIL. PROGRAMME

THE COURSE OF STUDY AND THE SCHEME OF EXAMINATIONS

Sem.	Subject Code	Study Component	Hours	T	S	M.T	INT	EXT	TOT
I	COMP101	Research Methodology and Quantitative Techniques	6	60	20	20	100	100	200
	COMP102	Advanced Financial Management and Control	6	60	20	20	100	100	200
II	COMP203	Advanced Marketing Management	6	60	20	20	100	100	200
	COMP204	Dissertation	-	-	-	-	100	100	200

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER I

PAPER I: RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES - COMP101

Objective:

- ✳ The objective of this course is to impart knowledge on research methods and techniques in commerce. This paper enables the students to acquire an in depth knowledge of various dimensions and facets of research.

Unit I:

- ✳ Introduction to Research: Definition - Objective and motive of research - social research - meaning and characteristics, types - pure vs. applied research -descriptive vs. analytical research - quantitative and qualitative research -importance and limitations of research.
- ✳ Research Methods - Research and scientific methods - classification of research methods - historical methods - case study method- inductive and deductive methods - other methods - exploratory research - ex-post facto research -evaluation research - experimental research.

Unit II:

- ✳ **Selection, Identification and Formulation of Research problem:** Research problem - meaning - sources - theory and facts - criteria of good research problem.
- ✳ **Research Design, Hypothesis and Sampling:** Research design - meaning and nature - components - types of research design - descriptive - diagnostic -exploratory and experimental designs. Hypothesis - meaning - importance -types - sources -characteristics of a valid hypothesis - forms- formulation and verification of hypothesis. Sample - sample size- methods - characteristics of good sample - probability - non- probability samples - sampling error.

Unit III:

- ❖ **Collection of Data and Techniques:** Construction of tools - questionnaire -interview schedule - interview - observation and other techniques.
- ❖ **Scaling Techniques** - methods of scaling - scale of classification basis - types of scales - rating scales - rank order scales - attitude scales -scale construction techniques - construction of Likert and semantic differential scales - scaling errors - scale validation.
- ❖ **Data processing:** Editing - Coding -Tabulation.

Unit IV

- ❖ **Statistical methods:** Measure of relationship - correlation - simple - partial -multiple - regression - simple and multiple - association of attributes -applications in research. Hypothesis testing and estimation: Fundamentals of hypothesis testing - standard error - point and interval estimates - Testing of Significance, mean, proportions, variances and correlation coefficients. ANOVA -Chi-square test for association and goodness of fit.

Unit V

- ❖ **Report Writing:** Steps in report writing - format of the research report -mechanics of report writing - referencing - use of quotations - bibliography -appendix - Essentials of a good report.
- ❖ Internal Practical on SPSS Package (This part, Unit V-b, is not included for External Question Paper)

Reference

- ❖ Research Methodology - Methods and Techniques", Kothari, C.R, New Age International Publishers, 2011.
- ❖ "Research Methodology", Krishnaswamy, O. R. & M. Ranganatham, Himalaya Publications, 2005.
- ❖ "Fundamentals of Statistics", Gupta. S.C. Sultan Chand and Sons, 2010.
- ❖ "Statistical Methods," Gupta. S. P, Sultan Chand and Sons, 2014.
- ❖ "Elementary Statistics in Social Research", Jack Hevin, Pearson Education Pvt. Ltd., 2000.
- ❖ "Research Methods", Donald. H. Mc Burney Thomson - Wordsworth, 5th Edition, 2003.
- ❖ Research Methodology: Methods, tools and techniques, Shashi K. Gupta and Praneet Rangi, Kalyani publishers, 2nd edition, 2010.
- ❖ Research Methodology, R. Paneer Selvam, Prentice hall of India pvt ltd, 2010.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER I

PAPER II: ADVANCED FINANCIAL MANAGEMENT AND CONTROL - COMP102

Objective:

- ✧ The objective of this course is to give orientation on the conceptual framework of financial management and its applications under various environmental constraints.

Unit I:

- ✧ **Financial Management:** Meaning, nature, scope of finance, financial goal - profit Vs wealth maximization, Finance functions - investment financing, dividend policy and decisions.
- ✧ **Capital Budgeting:** Nature of investment decisions, investment evaluation criteria - net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison, Capital rationing and risk analysis in capital budgeting.

Unit II:

- ✧ **Cost of Capital:** Meaning and significance of cost capital, calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital (weighted); cost of equity.
- ✧ **Operating and Financial Leverage:** Measurement of leverages; effects of operating and financial leverage on profit; analyzing alternate financial plans; combined financial and operating leverage.

Unit III:

- ✧ **Capital Structure Theories:** Traditional and MM Hypothesis - without taxes and with taxes, determining capital structures in practice.

Unit IV:

- ✳ **Dividend Policies:** Issues in dividend decisions, Walter's model; Gordon's model; MM Hypothesis; dividend and uncertainty; relevance of dividend; dividend policy in practice; forms of dividends; stability in dividend policy; corporate dividend behaviour.

Unit V:

- ✳ **Management of working capital:** Meaning, significance and types of working capital; calculating operating cycle period and estimation of working capital requirements; financing of working capital and norms of bank finance; sources of working capital; dimensions of working capital management. Lease financing: Definition, steps, merits, demerits, problems, prospects, legal aspects, contents of lease agreement.

Reference:

- ✳ Shashi K. Gupta & R. K. Sharma. "Financial Management Theory and Practice" Chennai, Kalyani Publishers, 2013.
- ✳ Chandra Prasanna. "Financial management: Theory & Practice", Delhi, Tata Mc Graw Hill, 2008.
- ✳ Pandey I. M, "Financial Management", Vikas publishing House, 2005.
- ✳ Khan M. Y & Jain P. K. "Financial Management", New Delhi, Tata Mc Graw Hill, 2010.
- ✳ Maheswari, S.N, "Financial Management Principles and Practices", New Delhi Sultan Chand, 2010.

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018.

M.PHIL. PROGRAMME — SEMESTER II

PAPER III: ADVANCED MARKETING MANAGEMENT - COMP203

Objective:

- ✳ The objective of this course is to help students to understand the framework of marketing management under various contexts. This paper enables the students to acquire the knowledge about the various dimensions and aspects of marketing and prepares them to take up career in marketing

Unit I:

- ✳ **Introduction:** Concept, nature, scope and importance of marketing; marketing concept and its evolution; marketing mix; strategic marketing planning - an overview.
- ✳ **Market Analysis and Selection:** Marketing environment - macro and micro components and their impact on marketing decisions; market segmentation and positioning; buyer behaviour; consumption versus Industrial organizational buyers; consumer decision-making process.

Unit II:

- ✳ **Product and Pricing Decisions:** Concept of a product; classification of products; major product decisions; product line and product mix; branding; packaging and labeling; product life cycle - strategic implications; new product development and consumer adoption process. Pricing decisions: factors affecting price determination; pricing policies and strategies.

Unit III:

- ✳ **Distribution and Promotional Decisions:** Nature, functions and types of distribution channels; distribution channel intermediaries; channel management decisions; retailing and wholesaling. Promotion decisions: communication process; promotion mix - advertising, personal selling, sales promotion, publicity.

and public relations; determining advertising budget; copy designing and its testing; media selection; advertising effectiveness; sales promotion - tools and techniques.

Unit IV:

- ❖ **Marketing and Organisational Research:** Meaning and scope of marketing research; research process. Marketing organization and control: organizing and controlling marketing operations.
- ❖ **Issues and Developments in Marketing:** Social, ethical and legal aspects of marketing; International marketing; Green marketing

Unit V:

- ❖ **Services Marketing:** Nature and types of services, pricing, marketing strategies for service sector, marketing of Financial, educational and information services, customer relationship management.
- ❖ **Multi Level Marketing and Online Marketing:** Meaning; Significance; Merits; Demerits

Reference:

- ❖ Marketing Concepts and Cases, Michael J. Etzel, Bruce J. Walker, William J. Stanton and Ajay Pandit, Tata Mcgraw-Hill publishing company ltd, 13th edition, 2006.
- ❖ Global Marketing, Johny K. Johanson, Tata Mcgraw-Hill publishing company ltd, 4th edition, 2008.
- ❖ Services Marketing, S. M. Jha, Himalaya publishing house, 7th revised edition, 2011.
- ❖ Principles of Marketing, Kotler, Philip and Gary Armstrong, Prentice Hall, 2007.
- ❖ Marketing Management, V. S. Ramaswamy and S. Nama Kumari, Macmillan Publication, 2007.

APPLICATION FORM ISSUED TO :

Application No.

Admission No.

Stamp Size
Photo to be
Affixed



FATIMA COLLEGE (Autonomous)

(College with Potential for Excellence)
(Re-accredited with "A" Grade by NAAC)
Mary Land, MADURAI - 625 018.

APPLICATION FORM FOR ADMISSION TO M.PHIL./PH.D.

Indicate the Course applied with a ✓ mark

M.Phil. Tamil	<input type="checkbox"/>	M.Phil. English	<input type="checkbox"/>	M.Phil. Economics	<input type="checkbox"/>	M.Phil. Commerce	<input type="checkbox"/>	M.Phil. Maths	<input type="checkbox"/>
Ph.D. Tamil	<input type="checkbox"/>	Ph.D. English	<input type="checkbox"/>	Ph.D. Economics	<input type="checkbox"/>	Ph.D. Commerce	<input type="checkbox"/>	Ph.D.MBA	<input type="checkbox"/>

1. Name in Capital Letters
(as in SSLC / H.Sc.) :

2. Sex

Female

Transgender

3. Date of Birth :

4. Martial Status

Single

Married

d. (a) Nationality

4. (b) Passport No.
(Attach copy)

6. Place and District to which
the applicant belongs :

7. (a) Religion to which
the applicant belongs

(Indicate with a ✓ mark whatever is appropriate)

CHRISTIANITY

HINDUISM

ISLAM

(b) IF Christian tick what is applicable

RC

RC-DALIT

CSI

8. Name of the Community

(Indicate with a ✓ mark whatever is appropriate)

OC

BC

MBC

SC/ST/AC

9. Sub Caste :

10. Address to which
communication is to be
sent :

E-Mail

Pin Code

Phone

11. Name of the Father & Mother :

Name of the Guardian/Husband :

12. Occupation and annual
Income of Parent /
Guardian / Husband :

13. Differently abled (If Yes attach details)

Yes

No

14. College Last Studied :

Eligibility

State whether you have passed the Qualifying Degree Examination or Completed the Three Semesters

Name of the Qualifying Degree Examination	University last Studied	Year of passing & Register Number	% of Marks Obtained	Optional Subjects Studied
M.Phil.....				
P.G.				
U.G.				

Signature of the Candidate

I declare that the particulars given above are correct and that I shall, if admitted abide by the rules of the College.

Station :

Date :

Signature of the Parent / Guardian / Husband

Signature of the Candidate

