

Ph.D. (Commerce) COURSE WORK SYLLABI (w.e.f 2017-18 A.Y)
COMMON PAPER

RESEARCH METHODOLOGY

Paper: I (RM)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs.

Unit-I: Introduction

Research: Concept, Features, Objectives, Significance, Types – Ethics in Research – Research Process- Research Methodology – Criteria for Good Research Report.

Unit-II: Research Designs

Research Design: Need, Types – Research Problem: Identification, Features – Sources, Formulation – Review of Literature: Purpose, Sources, Relevance – Objectives Formulation..

Unit-III: Sampling Design & Sources of Data:

Sampling Design: Concept of Sampling – Types of Sampling Method – Significance of Sample Design in Systematic Research – Criteria for Selecting a Sample procedure – Characteristics of Good Sampling Errors – Concept of Measurement – Concept of Scaling and Scaling Techniques.

Sources of Data: Types of Data Questionnaire : Construction, Design and Guidelines.

Unit-IV Testing of Hypothesis:

Hypothesis: Concept, Features, Significance, Types – Determination of Level of Significance & Degrees of Freedom.

Testing of Hypothesis: Procedure, Statistical Tools: Parametric & Non-Parametric Tests.

Unit-V: Processing, Analysis of Data and Report Writing:

Data Processing: Editing – Coding – Tabulation and Analysis.

Analysis: Statistical Tools – Use of SPSS and Excel.

Report Writing: Concept – Methods of Giving Footnotes – References – Appendix-Bibliography and precautions for writing the report.

SUGGESTED READINGS:

- 1) Kothari, C.R.: Research Methodology (Methods and Techniques),
- 2) Royse, D.D.: Research Methods of Social Science (Nelson-Hall Publishers),
- 3) O.R. Krishnaswami and Ranganatham : Methodology of Research, HPH,
- 4) Poulina V Young : Research methods, Thomson,
- 5) William Zikmund: Business Research Methods, Thomson,
- 6) Rand R.Wilcox: Fundamentals of Modern Statistical Methods,
- 7) Robert O.Kuehl Brooke: Design of Experiments: Statistical Principles of Research Design and Analysis,
- 8) William Emory: Business Research Methods, Richard D.Irwin, Inc, Varonon T. and Belsley H.L: Business Research Methods,

MARKETING MANAGEMENT

Paper: II (M)
PPW: 5 Hrs.

Maximum Marks: 100
Exam: 3 Hrs

Unit-I: Introduction:

Core concepts of Marketing, Marketing Environment, Marketing Strategy, marketing core concepts, Marketing information System and Marketing Research, Product decision, Pricing Decisions, Channel Decision, Promotional Decisions, Marketing and Society.

Unit-II: Services Marketing:

Nature and Meaning of Services, Classification, Services Marketing Philosophy PS of Services Marketing Mix, Branding of Services, Distribution in Service Contract, Promotional Services, Service Process Design, Managing Internal and External Consumers, Service Quality and Productivity.

Unit-III: Consumer Behaviour:

Consumer Behaviour, Buying Decisions, Stages in Consumer Decision Making Consumer Behaviour Models, Organizational Buying Behaviour, Marketing Research, Marketing Information System, Marketing Research Product Marketing Research Report.

Unit-IV: Supply Chain Management and CRM:

Supply Chain Management: Origin, Elements of Supply Chain Management, Developing Successful Partnership, Bench Marking, Sourcing Practices, Marketing Supply and Demand, forecasting Techniques, Fundamentals of Transportation. Customer Relationship Management: Factors responsible for customer relationship management process, customer relationship management relationship marketing, CRM Process, CRM Issues and Problems implementing CRM.

Unit-V: Global Marketing:

Global Marketing concept, Global Marketing environment, global Marketing strategies, Global Marketing Mix.

SUGGESTED READINGS:

1. Marketing Management: Analysis, Planning and Control: Philip Kotler
2. Fundamentals of Modern Marketing: Cundiff Still and Govoni, PHI
3. Marketing: mandell and Rosenbver, PHI
4. Services Marketing: People, Technology, Strategy: Christopher Love Others, Pearson publication.
5. Global Marketing Management: Warner J.Keegan, PHI
6. Consumer Behaviour: Schiffman, Tata McGraw Hill

BANKING AND INSURANCE

Paper: 11 (B1)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs

UNIT-I: PERFORMANCE OF COMMERCIAL BANKS:

Preparation and Analysis of Bank Statements, Asset Liability Management in Banks. Management of NPAs, Evaluation of performance of public sector banks, private sector banks and foreign banks.

RISK MANAGEMENT IN COMMERCIAL BANKS.

UNIT-II

OPERATIONAL NORMS: BASEL Accord- I, II and III, Statutory Liquidity Ratio (SLR), Cash Reserve Ration (CRR), Base Rate System (BRS).

ELECTRONIC BANKING: Electronic fund Transfer, Digital Signature, Electronic Cheque Payment System.

MERGERS AND ACQUISITIONS IN BANKS: Value Creation through mergers, motives behind mergers, financial and non-financial considerations in mergers and acquisitions, review of latest mergers and acquisitions in Indian banking sector.

UNIT-III

GROWTH AND DEVELOPMENT OF INSURANCE IN INDIA:

History of Insurance sector in India – formation and structure of LIC and GICs – Growth and progress of India's Insurance Business – Insurance Regulatory Development Authority (IRDA) establishment – Structure and functions of IRDA – Objectives of IRDA – Powers of IRDA; liberalization of Indian Insurance sector and its impact on Indian economy.

RISK MANAGEMENT IN INSURANCE

UNIT-IV

FUNDS MANAGEMENT IN INSURANCE SECTOR:

Meaning of Funds Management – Objectives of FM – Nature of FM – policy constraints on investment in stock market – Overall FM – Responsibilities of top management in FM – Regulation for Insurance Investment – Alternative Investment channels available.

UNIT-V

MATHEMATICAL BASICS OF INSURANCE:

Probability and its application in insurance – Dual application of Law of large number – Pooling of Insurance – Theories of Risk Management : Classical theory of Risk Ruin theory; collective risk theory; modern risk theory.

PRINCING OF LIFE INSURANCE:

Calculation of Net premium – Calculation of net premium for whole life insurance pure endowment policies; policies involving more than one life- life annuities deferred life annuities.

SUGGESTED READINGS:

- 1) Khubchandani: Practice and law of Banking;
- 2) IMBR; Banking Law Regulations;
- 3) IIBF; Accounting and Finance for Bankers;
- 4) Indian Institutional Bankers: Electronic Banking and Information Technology,
- 5) Kenneth Black Harold D, Skipper.JR: Life and health insurance ;
- 6) G E Redja: Principles of Management and insurance;
- 7) Scott E: Harrington and Gregory R Nie Insurance and Risk management;
- 8) O P Agarwal: Banking insurance;
- 9) Gupta' Insurance and Risk Management.

ACCOUNTING

Paper: II (A)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs

UNIT-I ACCOUNTING STANDARDS:

Accounting Principles (Concepts and Conventions) – Accounting Standards in India (an overview) – Standard setting bodies ; International Accounting Standards Board, Financial Accounting Standards Board (USA), Accounting Standards Board in India – Standard setting process in India – Reporting as per IFRS in India (an overview) – Difference between Indian Accounting Standards and International Financial reporting Standards – Convergences with IFRS.

UNIT-II FINANCIAL REPORTING:

Financial Reporting – Harmonization in financial Reporting – Global financial Reporting – Differences between IAS, Indian GAAP and US GAAP – Need for Indian GAAP Statements to be translated to US GAAP and IFRSs.

Emerging Dimensions in Voluntary Financial Reporting : Value Reporting- Intangible Assets Score Sheet – Human Resources Valuation – Value Added Statement – Brand Valuation – Current cost Adjusted Financial Statements – Economic Value Added (EVA) Concept – Balanced Score Card – Quality Cost Reporting.

UNIT-III FAIR VALUE ACCOUNTING:

Core Principles – Valuation Premise – General Principles of Measuring fair value of liabilities – Non-performing risk – Fair Value at Initial Recognition – Valuation Techniques – Valuation premise for equity instruments – Application of present value techniques: Components of a present value measurement – General principles of present value measurement – Risk and Uncertainty – Discount Rate Adjustment Technique – Expected Present Value Techniques- Disclosures.

UNIT-IV CORPORATE GOVERNANCE REPORT:

Corporate Governance: Concept, Objective, Importance and Fundamentals – CII (Confederation of Indian Industry) Initiative – Role of SEBI: Kumar Mangalam Birla Committee on Corporate Governance – N.R. Narayan Murthy Committee on Corporate Governance – Clause 49 of the Listing Agreement – Corporate Financial Practices – Audit Committee Pursuant to Provision of the companies Act.

Unit-V ANALYSIS OF FINANCIAL STATEMENTS:

Multi-step, Horizontal, Vertical and Trend analysis of Financial Statements – Analysis of Cash Flow Statement – Strategic and Integrated Managerial Analysis of Corporate Financial Statements: Analysis of Profitability – Overall Ratio Analysis – Analysis of Quality of current asses, loans and advances – Analysis of Quality of Earnings – Analysis of Dividend Policy – Analysis of Corporate Governance – Analysis of Director's Report – Innovative financial Statements Analysis.

BUSINESS ENVIRONMENT AND POLICY

Paper-II (BE)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs

Unit-I Macro Economic Scene in India :

Macroeconomic Scene, Macroeconomic Indicators of Development. Agriculture, Industry and service sectors, Operational problems, and Managing for change, Economics of Planning, Planning as an Instrument of Development, Regional Disparities in Development, Problems of Poverty and Unemployment.

Unit-II Economic Policies:

Industrial – Policies and Controls: Evolution of Industrial Control, Performance of the licensing System. New Economic Policy, Balance of Payments and the Foreign Trade.

Issues in Fiscal and Monetary Policy: Issues in Fiscal and Monetary Policy, Growth of Public Expenditure, Managerial Issues, Tax System – A critical Evaluation, A review of central and state finances in India, Finance Commissions – An overview, Budget Management, RBI and its role in Macro-economic stability.

Unit-III Market Economy & Globalization:

Market – Laws and Government: Market and Government, Macroeconomic Perspectives of a Market, Role of Government in managing the Economy.

Managing Macroeconomic Environment: Globalization of Indian Business, India and Competitiveness, Change Vs. Transformation, Issues pertaining to Business Technology, Criteria for Welfare and Value Judgements.

Unit-IV Economic environment:

Economic environment: nature of Economic Environment, Economic Factors – Growth Strategy, Basic Economic System, Economic Planning, Industry, National Income and per Capita Income, Human Resources, Claims and Counter Claims, Agenda for the Future.

Foreign Exchange Management Act: Objectives, Provisions.

Privatization: nature and Objectives, Privatization routes, Disinvestment in India, Arguments Against Privatization, Rangarajan Committee on Privatization, Disinvestment Commission. New Economic Policy – Background to the New Policy – Evaluation of the Policy, The new Policy, The Second Generation Reforms.

Unit-V Small Scale Industries & Industrial Sickness:

Small Scale Industries: Meaning of SSI Units, Growth of SSIs, Significance of SSIs, the Case for SSIs, Facilities – Policy Initiatives, Institutional Support, Credit Dispensation, Problems and Remedies, Small Sector Industrial Policy, Recommendations of the Abid Hussain Committee.

Industrial Sickness: Definition of a Sick Unit, Extent of Sickness, Causes for Sickness, Effect of Sickness, Remedies – Preventive Measures, Curative Measures, Omkar Swami Committee on Sickness.

Infrastructure: Growth of Infrastructure – Energy, Transport, Communications.

SUGGESTED READINGS:

1. Aswathappa K: Essentials of Business Environment, HPH, Mumbai
2. Wheeler & Hunger: Strategic Management and Business Policy, Addison – Wesley
3. Fahey and Narayanan: Macro Environmental Analysis for Strategic Mgt.
4. Kelkar L Vijay And Rao Bhanaji V V:- Indian Development Policy Imperatives, THM.

5. Beighline R John: Business and Government Policy
6. Bimal Jalan: India's Economic Crisis: the way Ahead, Oxford University Press,
7. Datt Ruddar and Sundaram K P M: Indian Economy,
8. Dhinga: The Indian Economy: Problems and Prospects.
9. A.N. Agarwal: The Indian Economy
10. Jagadish Bhagawath & Padma Desai: India-Planning for Industrialization, Oxford

ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

Paper-II (MGT)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs

Unit-I Organization:

Topology – Organizational Theory : Classical neoclassical and contemporary organizational structure: Determinants and Types – Organizational Effectiveness.

Unit-II Organizational Behaviour:

The individual – Foundations of individual behaviour – Attitudes and job satisfaction – Personality and values – Perception and individual decision making – Motivation concepts – Content theories and Process Theories – Motivation: from concepts of applications – Emotions and moods – Stress Management – The group – Foundations of group behaviour Understanding work teams – Communication – Basic approaches to leadership – Contemporary issues in leadership – Power and politics – Conflict and negotiation – The Organization – Organizational culture – Organizational Development – Organizational change and development.

Unit-III Human Resource Management:

Human Resource Management – Personnel Management – Talent Management – Integrating HR Strategy with Business Strategy – Human Resource Planning – Analysing work and designing jobs – Employer branding – Recruiting Human Resources – Selecting Human Resources – Inducting and placing new Hires.

Unit-IV Human Resource Development:

Reward Management – Training and Development – Performance Management – Career Planning and Development – Employee Engagement – Employee Empowerment – Managing Work Force Diversity – Work Life Balance – Knowledge Management- Managing Separations and right Sizing – HR Information System – HR Audit.

Unit-V Industrial Relations:

Industrial Relations system – Trade Unions – Industrial Conflict and Disputes – Resolving Industrial Disputes – Industrial Democracy – Forms of Workers Participation in Management – Collective bargaining – Globalization and Industrial Relations.

SUGGESTED READINGS:

- 1) Stephen Robbins et al: Organizational Behaviour, Pearson;
- 2) Laurie J. Mullins; Organizational Behaviour, Pearson;
- 3) Rodney Vandaveer, Michael Menefee: Human Behaviour in Organizations, Pearson;
- 4) Joyce Osland et al: Organizational Behaviour, Pearson;
- 5) Fred Luthans: Organizational Behaviour, McGraw Hill;
- 6) Jerald Greenberg (Author), Robert A. Baron: Behaviour in organizations, Prentice Hall;
- 7) Michael Matteson, John Ivancevich; Management and organizational behaviour classics, Tata McGraw Hill;
- 8) Gareth R. Jones; Organizational Theory, Prentice Hall;
- 9) Udal Pareek Trzaining instruments in HRD and OD, Tata McGraw Hill;
- 10) Mark Huselid et al: The HR Scoreboard : Linking people, strategy and performance, Harvard Business School Press.
- 11) Stephen P. Robbins: Personnel/Human Resource Management, Prentice Hall;

- 12) Arun Monappa: Liberalization and Human Resource Management, Response, Books;
- 13) Ratna Sen: Industrial Relations, Macmillian Publishers;
- 14) Aswathappa K: Human Resource and Personnel Management, Tata;
- 15) Michael Salamon: Industrial Relations: Theory and practice, Tata;
- 16) S. Deery D. Plowman, Janet Walsh, Michelle Brown: Industrial Relations: A contemporary Analysis, Mcgraw Hill;
- 17) Jones: Organizational Theory;
- 18) David A. Decenza and Stephen P. Robbins: Personnel and Human Resource Management.

SPECIALIZATION
FINANCE

Paper: II (F)
PPW: 5 Hrs

Maximum Marks: 100
Exam: 3 Hrs.

Unit-I: Security Analysis and Portfolio Management (SAPM):

- a) Fundamental Analysis: Economic Analysis – Industry Analysis – Company Analysis.
- b) Technical Analysis: Charts – Dow Theory – Elliot Wave Theory – Strong, Semi-strong and Weak forms of Efficiency.
- c) Efficient Market Hypothesis: Random Walk Theory – Strong, Semi-strong and Weak forms of Efficiency.
- d) Portfolio: Markowitz Model – Markowitz efficient frontier.

Unit-II: Financial Services:

- a) Mutual Funds: Classification of Funds – NAV – Recent Developments.
- b) Credit Rating Services: SEBI Guidelines – Credit Rating Agencies in India – CRISIL – IICRA – CAREDCR – DNICRA – Future of Credit Rating in India.
- c) Securitisation of Debt: Modus Operandi – Structure – Guidelines – Prospects of Securitisation.
- d) Depository System: Process – Trading – SEBI Regulation Act- NSDL – CDSL.

Unit-III: Indian Capital Market:

- a) Construction of Index: BSE and NSE Stock Index – Online Trading – Settlement Procedures.
- b) Derivatives: Forwards – Futures – Options and Swaps – Option Valuation and Strategies – Commodity and Financial Futures – Pricing of Futures.
- c) Book Building: Pricing of Securities – Private Placement.
- d) SEBI and Regulation of Primary and Secondary Market – Regulation of Public Issues – Protection of Retail Investors.

Unit-IV: Investor's Protection, Unfair Trade Practices and Insider Trading:

- a) Investors Protection: Ombudsman – Right to Information Act and Investor's Grievance – Investor's Education.
- b) Unfair Trade Practices: SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations.
- c) Insider Trading: Regulatory Regime in India.
- d) Model Code of Conduct for Listed Companies – Arbitration Facility.

Unit-V: International Financial Management:

- a) Foreign Exchange Rate Mechanisms – Factors Influencing Exchange rate – Determination of Exchange rates.
- b) Currency Futures and Options Market – Futures V/s Options – Pricing Options (**Black Scholes Option Pricing Model**) - Futures Trading Strategies (Hedging, Speculation and arbitrage Strategies).
- c) Export Financing – Pre and Post Shipment Finance.
- d) Import Financing – Methods of Payment – Role of Letter of Credit.

Suggested Readings:

1. Khan M.Y: Indian Financial Management, Vikas Publishing House PVT. LTD.
2. Vasanth Desal: Indian Financial Management, Himalaya Publishing House.
3. Fuller and Farewell: Modern Investments and Security Analysis, Prentice Hall.
4. Sharan.V: International Financial Management, Prentice Hall of India Pvt, Ltd.
5. Sanjiv Agarwal: Guide to Indian Capital Market, Bharat Law House.
6. Machiraju: H.R. Indian Financial System, Vikas Publishing House, Pvt. Ltd.
7. Fisher and Jordon: Security Analysis and Portfolio Management.
8. RP Rustagi: Investment and Portfolio Management, Sultan chand & Sons.
9. Punithavathy Pandlan: Security Analysis and Portfolio Management, Vikas.
10. Gordon and Natarajan: Financial Markets and Services, Himalaya.
11. Jeevanadam: Foreign Trade Finance & risk Management, Sultan Chand.