

**SCHOOL OF COMMERCE**

**Syllabus**

**For**

**Pre-Ph.D. Course**

**in**

**Commerce**

**Examinations: 2011 and Onwards**



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**H.N.B. GARHWAL UNIVERSITY**

**SRINAGAR GARHWAL**

**(A Central University)**

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## SCHEME OF COURSES

### Semester I

Course No.	Course Title	L	T	P	Total Credits
<b>Core Courses:</b>					
Ph.D.-101	Research Methodology	4	--	--	4
Ph.D.-102	Term paper & Seminar	1	--	2	3
<b>Elective Course:</b>					
Ph.D.-103	Students are required to opt one paper from the following Group A:	4	--	...	4
Ph.D.-104	Students are required to opt one paper from the following Group B:	4	--	--	4
<b>Total Credits</b>		<b>13</b>	<b>--</b>	<b>2</b>	<b>15</b>

### Elective Papers of Group A and B:

Course No	Course Title	L	T	P
<b>Group A:</b>				
Ph.D.-103	Contemporary Issues in Accounting and Finance	4	--	--
Ph.D.-103	Contemporary Issues in Human Resource Management	4	--	--
<b>Group B:</b>				
Ph.D.-104	Contemporary Issues in Marketing	4	-	--
Ph.D.-104	Contemporary Issues in International Business.	4	--	--

**Grand Total: 15 (Credit Hours)**

## Ph.D.-101: Research Methodology

**Objective:** To familiarize the students with conceptual and application aspects of various research tools and methods.

**Credits: 4-0-0**

- **Overview of Research in Commerce & Management,** Meaning, Purpose, Concept and types of research, Significance of research in social and business sciences.
- **Hypothesis formulation,** Techniques of data collection – Questionnaire, interview, observation, case study; Content analysis and projective techniques. Review of literature based on areas specific study.
- **Sampling Technique:** Sampling theory-Types of sampling-Steps in sampling-Sampling and Non-sampling error-Sample size –Advantages and limitations of sampling.
- **Measurement and Basic Scaling Techniques:** Normal, ordinal, interval, ratio scales, measuring attitudes – Summated rating scale (Likert scale), semantic differential scale, Reliability-Split-half test and retest. Cronbach alpha, Validity, Content/face, construct validity – Convergent discriminant.
- **Data Analysis through SPSS – Univariate & Bi-variate:** Data feeding, descriptive statistics, correlation, regression, ANOVA, post-hoc analysis, hypotheses testing, t-test, f-test,  $\chi^2$  test.
- **Data Analysis through SPSS – Multivariate Analysis:** Multiple correlation, Multiple regression, Factor analysis, Cluster analysis, Discriminant, MANOVA, SEM.
- **Structuring the Report:** Chapter format- Pagination- Identification- Using quotations- Presenting footnotes – abbreviations- Presentation of tables and figures- Referencing- Documentation-Use and format of appendices- Indexing.
- **Research Report:** Types of reports-Contents-Styles of reporting- Steps in drafting Reports-Editing the final draft-Evaluating the final draft.

## References:

1. Donald R.Cooper, Pamela S.Schindler : Business Research Methods, Tata McGraw Hill Publishing 2009
2. Uma Sekaran : Research Methods for Business Wiley India 2007
3. Nandagopal, Arul Rajan Vivek : Research Methods in Business Excel Book 2007
4. Wiliam G Zikmud : Business Research Methods, Cengage Learning 2008
5. Paneerselvam : Research Methodology, Prentice Hall of India 2009
6. Dipak Kumar Batacharyya : Research Methodology Excel Book 2006
7. Krishnaswamy, Sivakumar, Marthirajan : Management Research Methodology, Pearson, 2009
8. Murthy : Business Research Methods for Business Excel Books 2008
9. Bhatacharya : Research Methodology, Excel Books, 2009
10. Hair et.al. : Multivariate Data Analysis, Pearson Education

## **Ph.D.-102: Term Paper & Seminar**

### **Objective:**

How to formulate a viable research proposal?  
To develop analytical skills among the business students.  
To Develop the presentation skills in a seminar/ class.  
How to write a research paper?  
How to write a research dissertation?

**Credits: 1-0-3**

### **Course Outline:**

#### **Weekly Assignments: (40%)**

Each student will be given two assignments on the subject relating to major area of study. Each student is expected to work individually on the research assignments to be evaluated by the department.

#### **Research Paper Writing and Research Proposal: (40%)**

This is the main requirement of the course. This paper will serve as an important requirement as to how to design a research paper, research proposal and project. For those who plan to conduct research, this paper should form the basis of their research dissertation proposal and final dissertation. The student should submit one term paper maximum of 25 pages on their specialized area of research.

#### **Class Participation :( 20%)**

Student will be expected to attend all seminars and contribute to class participation and discussions. Seminars topic shall be decided in consultation with the chief advisor.

## **Elective Papers:**

**There are two groups i.e. A and B consisting of two papers. The student will have to opt one paper from each group compulsory.**

### **Group- A:**

#### **Ph. D. 103: Contemporary Issues in Finance and Accounting**

### **Course Overview**

**Credits: 4-0-0**

The objective of this course is to acquaint the students of Ph.D. with the advanced knowledge of finance and accounting function. This course also highlights the emerging issues of corporate restructuring and contemporary accounting.

### **Course Syllabus**

**Emerging Trends in Financial Markets: An Overview of** Global Financial environment, Capital Market and Money Market., Sub-prime crisis- Reasons, impact, remedies and lessons to be learnt.

**Pricing of IPOs:** Conceptual and research issues.

**Issues in Corporate Restructuring:** Need, Methods of restructuring, Mergers and Acquisitions, Divestiture, Contracting Out, Outright Sale, Disinvestments, Leveraged buyout

**Behavioral finance;** Conceptual and research Issues, Micro Financing in India; Financial inclusion and role of banks

**Financial Risk Management-**Rationale, Significance, types of financial risks. Role of derivatives in managing financial risk

**Contemporary Accounting:** Human Resource Accounting, Environment Accounting, Social Accounting and Value added Accounting

**Financial Reporting:** Indian GAAP, An overview of International Financial Reporting Standards, Convergence of Accounting Standards and IFRSs. Need for online reporting. Balanced Score Card as Performance Measurement Tool.

### **References :**

- J.J. Hamton, *Financial Decision Making: Concepts, Problems and Cases*, Prentice-Hall of India, New Delhi, 4<sup>th</sup> Edition.
- Khan and Jain, *Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4<sup>th</sup> Edition.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 7<sup>th</sup> Edition.

- Richard A. Brealey and Stewart C. Meyers, *Principles of Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6<sup>th</sup> Edition.
- Cost and Management Accounting-Horngren

## **Ph. D. 103: Contemporary Issues in Human Resource Management**

### **Course Overview**

The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrating the steps necessary for effective implementation. Upon completion, the Ph.D. student should be able to indicate and explain various research issues in HR interventions that may be required when dealing with the work environment, people, and problems.

**Credits: 4-0-0**

### **Course Syllabus**

**An overview of Human Resource Management:** Framework of HRM in the present day corporate sector; environmental scanning, building up skills for effective HR manager. HRM in the Global Context

**Human Resource Planning:** Factors affecting, process, and barriers. Stock taking, Work Force Flow Mapping, Age and Grade Distribution Mapping; Behavioural factors in Human Resource Planning.

**Analyzing Work and Designing Jobs:** Induction, Placement, Socializing, Promotion and Succession. Job Analysis, Evaluation and Job description

**Retention Strategies:** Need for Retention, Causes of attrition of managerial personnel in modern day service and manufacturing organizations. Managing Separations and Rightsizing. Managing Change in Organisations.

**Emerging Issues in Performance Management:** Rationale, Methods of Performance Appraisal and Potential Evaluation.

**Ethical Issues in Human Resource Management:** Need and Implications of Ethics for Human Resource Management, Cross cultural issues in HRM

## References:

- Garry Desseler, *Human Resource Management*, Prentice-Hall of India Pvt. Ltd., New Delhi, 10<sup>th</sup> Edition.
- Edwin B. Flippo, *Personnel Management*, McGraw-Hill Book Company, 6<sup>th</sup> Edition.
- Raymond Noe, Wright, Gerhart & Hollenbeck, *Human Resource Management – Gaining A Competitive Advantage*, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 5<sup>th</sup> Edition.

## Group- B

### Ph. D. 104: Contemporary Issues in Marketing

**Objectives of Course Work:** To develop knowledge and understanding of Ph.D. students on the various aspects of modern marketing management

**Credits: 4-0-0**

### Course Syllabus

#### **Orientation of Modern Marketing and Analyzing Market Opportunities:**

Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment

**Consumer Behaviour:** Factors Influencing, Consumer Buying Behaviour Process, Models and Scaling Techniques; Market Segmentation, Targeting and Positioning.

**Measurement Process in Marketing Research:** Measurement in Marketing, Difficulties in Measurement, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement.

**Applied Marketing Research:** Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

**Customer Evaluation of Service Quality:** Gaps Model for improving the Quality of Service - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery.

**Supply Chain Management:** Components of SCM, Physical Distribution System; Distribution Channels, Types & Functions, Selection, Cooperation and Conflict Management

**Retail Marketing:** Forms of Retail organization – levels of organization. Retail Organization Structures; Demographic Analysis in Retailing - Age distribution population, Income Urbanization, shrinking household, working women, diversified minorities. Emerging Trends and research Issues in Retailing.



**Global Marketing:** Rationale, India and World trade, Foreign Trade policy in Indian context, Constraints in Global marketing, Destination wise and Commodity Wise Trends; Outsourcing and its marketing Implications for home and host countries.

**Emerging Issues in Marketing:** Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing; Mergers and Acquisitions: Regulatory Framework, Marketing Issues and Relevance in 21st century business Enterprises

**References:**

Kotler Philip & Armstrong, G., *Principles of Marketing*, Prentice-Hall of India, , 2008.

Kotler Philip, *Marketing Management*, Prentice-Hall of India, 2007.

Kotler Philip & Keller, *Principles of Marketing*, Prentice-Hall of India, 2007.

Saxena Rajan, *Marketing Management*, Tata McGraw-Hill Publishing Co. Ltd., 3<sup>rd</sup> Edition.

## Ph.D.-104 CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

**Objectives of Course Work:** To develop knowledge and understanding of Ph.D. students on the various aspects of modern business and factors affecting business decisions and also to develop insight of students as to the area and topic in the area that they may work up to develop their Ph.D. proposals.

**Credits: 4-0-0**

- **International Business:** Concept, Importance, Rationale; Globalization and its Phases.
- **International Trade Theories:** Absolute Advantages, Comparative Advantages, Factor Proportions Theory; The Product Life Cycle Theory and Modern Theories.  
Government Influences on Trade: Economic and Non-Economic Rationale for Govt. Intervention; Instruments of Trade Control: Tariffs and Non-Tariff Barriers
- **Regional Integration and Economic Blocks:** Levels of Regional Economic Integration; Leading Economic Blocks: European Union(EU); North America Free Trade Agreement (NAFTA); South Asian Association of Regional Cooperation (SAARC); Association of South East Asian Nations (ASEAN).
- **Foreign Investments:** Portfolios Vs Foreign Direct Investments (FDI); Role and Impact on Developing Countries.  
Development in International Monetary Systems: Foreign Exchange Mechanism and its Determinants.
- **Evolution of World Trade Organization (WTO):** General Agreement on Tariffs And Trade ( GATT,1994): Trade Related Investment Measures(TRIMs); Agreement on Subsidies and Countervailing Measures; Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS); and General Agreement On Trade And Services (GATS).Impact of WTO on Developing Countries.
- **References:**
  1. Cavusgil, S. Knight Gary and Riesenberger, John R(2009), *International Business- Strategy Management and the New Realities*, Person Education, Dorling Kindersley (India) Pvt. Ltd, Delhi.
  2. Rao, M.B and guru Manjula(1998), *WTO and International Trade*, Vikas Publishing House Pvt.Ltd, New Delhi.
  3. All India Management Association (1998), *Global Trends in Finance and –Opportunity for India*, Excell books , New Delhi.

4. Rao, P. Subba (2008), *International Business, Text and Cases*, IInd edition, Himalaya Publishing House Pvt. Ltd. New Delhi.
5. Shailaja G, (2008), *International Finance*, University Press (India), Pvt. Ltd, Hyderabad, India.
6. Daniel, John D., Radebangh, Lee H. and Sulivan Daniel P., *International Business – Environment and Operations*, 19<sup>th</sup> ed., New Delhi.
7. Czinkota Michael R., Ronbiben Iikka A. Ronkainen A. and Moffet Micheal H., *International Business*, 6<sup>th</sup> Edition, Thomson, South Western, Bangalore, 2005.
8. C. Paul Hallwood and Ronald Macdonald, *International Money and Finance*, Blackwell, Oxford U.K., 1995.
9. Sharan Vyuptakesh, *International Business – Concept, Environment and Strategy*, 2<sup>nd</sup> Edition, Pearson Education, Delhi, 2006.
10. Hill, Charles W.L. and Jain, Arun Kumar, *International Business – Competing in the Global Market Place*, 5<sup>th</sup> Edition, The McGraw Hill Publishing Co. Ltd., New Delhi, 2006.
11. Oatley, Thomas, *International Political Economy*, Pearson Education, 2004.
12. Eiteman David K, Stonehill Arthur I and Micheal H. Moffett, *Multinational Business Finance*, Addison Wesley, Pearson Education Asia, Ninth Edition, 2001.
13. World Trade Centre (ed. Arun Goyal), *WTO in the New Millennium*, Academy of Business Studies, 2000.