

SCHOOL OF COMMERCE

Syllabus

For

Pre-Ph.D. Course

in

Commerce

Examinations: 2020 and Onwards



H.N.B. GARHWAL UNIVERSITY

SRINAGAR GARHWAL

(A Central University)

SCHEME OF COURSES

Semester I

Course No.	Course Title	L	T	P	Total Credits
Core Courses:					
Ph.D.-101	Research Methodology	4	--	--	4
Ph.D.-102	A. Research and Publication Ethics (RPE)	1	--	1	2
	B. Term Paper	1	--	--	1
Elective Course					
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
Total Credits		13	--	2	15

Elective Papers of Group A and B:

Course No	Course Title	L	T	P
Group A:				
Ph.D.-103	Contemporary Issues in Accounting and Finance	4	--	--
Ph.D.-103	Contemporary Issues in Human Resource Management	4	--	--
Group 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

Course Overview: 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, χ^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: (A) Research and Publication Ethics (RPE)

Credits: 2+1=3 (RPE-2, Term Paper-1)

Course Overview

The objective of this course is to acquaint the scholars for awareness about the publication ethics and publication misconducts. This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-session are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc) and plagiarism tools will be introduced in this course.

Pedagogy:

- Class room teaching, guest lectures, group discussions, and practical sessions.

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit Title	Teaching Hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4



RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Course Syllabus

THEORY

- **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

- **RPE 02: SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**



1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)**

1. Open access publications and initiatives
2. SHERPA/ RoMEO online resource to check publisher copyright & self- archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4 hrs.)**

- A. Group Discussions (2 hrs.)**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complains and appeals: examples and fraud from India and abroad

- B. Software tools (2 hrs.)**

Use of plagiarism software like Turnitin, Urkund and other open source software tools

- **RPE 06: DATABASES AND RESEARCH METRICS (7 hrs.)**

- A. Databases (4 hrs.)**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

- B. Research Metrics (3 hrs.)**



1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g-index, i10 index, almetrics

(B) Term Paper

Credits: 1-0-0

Course Overview:

How to formulate a viable research proposal?
To develop analytical skills among the business students.
How to write a research paper?
How to write a research dissertation?

Course Outline:

Monthly Assignments

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

This is the main requirement of the course. This paper will serve as an important requirement as 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.

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

Credits: 4-0-0

Course Overview

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, 4th Edition.
- Khan and Jain, *Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 7th Edition.
- Richard A. Brealey and Stewart C. Meyers, *Principles of Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Cost and Management Accounting-Horngren



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

Credits: 4-0-0

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.

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, 10th Edition.



- Edwin B. Flippo, *Personnel Management*, McGraw-Hill Book Company, 6th Edition.
- Raymond Noe, Wright, Gerhart & Hollenbeck, *Human Resource Management – Gaining A Competitive Advantage*, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 5th Edition.

Group- B

Ph. D. 104: Contemporary Issues in Marketing

Credits: 4-0-0

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

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., 3rd Edition.

Ph.D.-104 CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

Credits: 4-0-0

Course Overview: 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.

Course Syllabus

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., Radebanh, Lee H. and Sullivan Daniel P., *International Business –*



- Environment and Operations*, 19th ed., New Delhi.
7. Czinkota Michael R., Ronbiben likka A. Ronkainen A. and Moffet Micheal H., *International Business*, 6th 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*, 2nd Edition, Pearson Education, Delhi, 2006.
 10. Hill, Charles W.L. and Jain, Arun Kumar, *International Business – Competing in the Global Market Place*, 5th 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.

