

# MAA SHAKUMBHARI UNIVERSITY, SAHARANPUR

# SYLLABUS OF PRE-Ph.D. COURSE IN COMMERCE RESEARCH METHODOLOGY

Course Code: 1130101

Hours: 60 Objectives:

MM. 100

- 1. To Develop outstanding of Research Process in a systematic manner.
- 2. To explore the different types of Statistical Techniques in respect and analysis of Different types of application in research. \
- 3. To draft a well structured Research Report having and understanding of ethical issue.

Unit	Topic	No. of hrs
I	Introduction: In Research design-meaning objectives, principals, importance, types and components of research various steps and scientific research, research of design.	12
II	Data Collection: Sources of Data, primary & secondary, methods of all collecting data, procedure of data validation, scaling techniques, concept and types. Types of sampling errors, Type & I &&	12
1]]	Statistical Analysis and Basic Computer: One and two sample test. ANOVA & Chi square test, association attributes test, F-test, standard deviation, coefficient of variance, times series, Correlation and regression Analysis, diagrammatic and graphical representation. Basic Computer- Computer application in business of SPSS in data analysis processing, graphical processing use of multi-media tools.	12
IV	Statistical Application and Testing of Hypothesis: Discriminate analysis, culture analysis, factor analysis, multi factor evaluation, hypothesis meaning and characteristics of goods hypothesis, types of hypothesis, Limitation of best of hypothesis.	12
V	Research Report: Meaning and significance of report writing, structure and components types of report good research report developing these reports bibliography, reference and footnote, oral presentation planning preparation practices, making presentation use of visual aids.	12

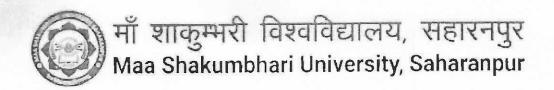
#### Reference Books:

- William G. Zijkmund: Business Research of Methods, Cengage, 2006.
- Alan Bryman, Emma Bell: Business Research Methods, 3/e 2011, Oxford University Press.
- Ranjit Kumar, Research Methodology a step by step guide for business.
- C.R. Kothari: Research Methodology 2/e, New Age International, 2006.
- Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, TMH, 2009.
- Rechard I Levin & Devid S.Rubin: Statistics for Management, 7/c, Pearson. 2008.
- Dipak Kumar, Bhattarya: Research Methodology, Excel Books. 2009.
- Rajendra Naragundkar: Marketing Research, Text & Cases, Mc Graw Hill-2008.

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## SYLLABUS OF PRE-Ph. D. COURSE IN COMMERCE

#### PAPER - I

	Subject: Commerce	
Course Code 113102	Course Title:Contemporary issues in commerce	Theory
ourse Objectives: The main	objective of this paper is to	
ourse Objectives: The main	objective of this paper is to with advanced research skills to carry out empirical as well as co	nceptual research in t
//20	with advanced research skills to carry out empirical as well as co	nceptual research in t

- 3. Enable the researchers examine the banking scenario and evaluate the insurance business environment in India.
- 4. Inculcate the researcher regarding the concept of taxation policies and tax reforms in Indian context.
- 5. Enable the researcher to understand the contemporary issues regarding the Indian Economic structure.

#### Course Outcomes: At the end of this course, the students should be able to:

CO1. Understand the role of accounting concepts and conventions in business and society, and learn various dimensions

#### Of Auditing practises.

CO2, develop an understanding of various contemporary Issues in finance and cope up with day-to-day emerging challenges.

Core Compulsory

CO3bridge the gap between theoretical and practical field of banking and insurance.

CO4analyse the taxation policies and need for tax reforms.

CO5analyse the economic policies of Indian Government.

Credits: 4

Max. Marks: 100		Min. PassMarks	
	Total No. of Lectures-Tutorial (i	n hours per week): L-T: 4-1	
Unit	Topics		No. of Lectures 60
ι	Contemporary Accounting & Auditing Fundamentals of Accounting Theory; Indian Accounting standards and International Financial reporting standards; Developments and New Dimensions in Accounting - Forensic Accounting, Inflation Accounting, Environmental Accounting and Social Accounting: Emerging- Research Issues In Accounting.		12
П	Contemporary Issues in Finance Various Issues in corporate Finance; Ind overview and Recent Developments; Finance, Market, Forex Market	nancial Markets: Capital	12

Overview & Recent Development Tools & Methodology in

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Financial Research.

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111	Contemporary Issues in Banking& Insurance Banking Industry scenario: Global and Indian Prospective; Micro Finance; Demonetization; Cash-less Economy; Social Banking and Green Banking. Insurance Industry Scenario: Global and Indian Prospective; Social Insurance; Ethical Issues in Insurance sector.	12
IV	Contemporary Issues in Taxation  General Theories and Principles of Taxation; Taxation Policy of Government of India; Direct and Indirect Taxes in India; Tax base in India; Tax Reforms: Indian Experience.	12
v	Contemporary Issues Relating to Indian Economy: Various Problems in Indian Economy; Economic Policies of Government of India; Various Economic Regulations in India.	12

Teaching Learning Process: Class discussions/ demonstrations. Power point presentations, Class activities/ assignments, Field visits., Internship, etc.

- 1. Emering Trand in Commerce & Management by Dr. Jitender Kumar & Others, Clever fox Publishing.
- 2. HRD in Management A.K. Yayak Common Wealth Publication.
- 3. Business Economics PN Salvar and Priyanka Jindal, Taxman.
- 4. Economic Development and Growth Model (Uday Prakash Sinha, Bharti Publication).
- 5. Money and Finance R. Dutt and Sundram.
- 6. Accounting of Taxition Laws Sh. Girish Ahuja, Taxman.
- 7. Direct Tax H.C. Mehrotra, Shahitya Bhawan.
- 8. Corporate Law Prof. C.L. Bansal Book Scope.
- 9. Insolvancy & Bankrupsy Code 2016, S.R. Myneni Allahabad Book Agency.
- 10. Author Sir name, Initials, "Book Title", Publisher name, City/country of publication, Year of publication. Edition No. if any.
- 11. Author Sir name, Initials, "Book Title", Publisher name, City/country of publication, Year of publication. Edition No. if any.

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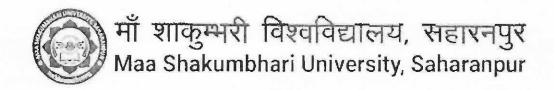
# SYLLABUS OF PRE-Ph. D. COURSE IN COMMERCE

### PAPER - II

		Subject:	Commerce =	
Course (	Code: 1130103	Course Title: Contemporary Iss	sues In Business Administration	Theory
Course O	bjectives: The	main objective of this paper is t	o	
<ol> <li>The objective of the curriculum is to provide research scholars the advanced research techniques they neconduct conceptual and empirical research in the field of business studies.</li> <li>Enable the students to measure risk and returns and calculate valuation of a firm.</li> </ol>				nniques they need to
	strengthen the skills needed to conduct original marketing strategy modelling that can be published in the leading marketing journals.			
4- enable the researcher to identify and appreciate the significance of the ethical issues in HR				२
5- pro	vide fundament	al knowledge and concepts relati	ng to Corporate Governance Practises	in India.
Course C	Outcomes: At th	ne end of this course, the students	should be able to:	
CO1, An	alyse various ma	anagement theories and its applic	ations.	
CO2.appl	y the concept of	Financial Management in conter	nporary financial events.	
CO3deve	op and understa	unding regarding contemporary is	sues in marketing.	
001011			THE COURSE	
CO4.Criti	cally assess exis	sting theory and practice in the fie	eld of HRM	
		and analyse the significance s		
contempo	1 - 1 - 1 1 - 1		and importance of corporate gover	nance in the light
		ness, culture, and social developed	nents	
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		ness, culture, and social developm Credits: 4  . Marks: 100	Core Compute	sory
Unit		ness, culture, and social developm Credits: 4  . Marks: 100	Core Compute  Min. PassMark	s:55 No. of
Unit	Business M Manageme Ethos; Ethi corporate S Manageme	ness, culture, and social developments.  Tedits: 4  Marks: 100  Total No. of Lectures-Tutori  Topics  Management  Int Theories and Thinkers-  Ics and value system in India  Social Responsibility Compa	Min. PassMark  al (in hours per week): L-T: 4-1  Recent Developments; Indian an Business Management;	sery s:55
June	Business M Manageme Ethos; Ethi corporate S Manageme that of Chir	ness, culture, and social developments: 4  Marks: 100  Total No. of Lectures-Tutori  Topics  Management  Int Theories and Thinkers-lecs and value system in India Social Responsibility Compant with Various Global Mar	Core Compute  Min. PassMark  al (in hours per week): L-T: 4-1  Recent Developments; Indian an Business Management; arative Analysis of Indian	No. of Lectures 60)

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	Marketing Management	
111	Marketing Practices in Indian and Global Scenario; Emerging issues in Marketing- Green Marketing, Holistic Marketing, Networking Marketing, Event Marketing, Nucleus marketing, Digital Marketing and Strategic Marketing; Research Issues in Marketing Management.	12
IV	Human Resource Management	
	Human Resources Management Practices in Indian and Global Context; Strategic Dimensions of HRM; Ethics and HRM; Cross cultural issues in HRM; HR Accounting; HR Audit; Research issues in HRM.	12
V	Corporate Governance	
	Conceptual Framework, Theories and codes of Corporate Governance; Corporate Governance Practices in India and Emerging Economics. Emerging Research Issues in Corporate Governance.	12

Teaching Learning Process: Class discussions/ demonstrations, Power point presentations, Class activities/ assignments, Field visits., Internship, etc.

#### Suggested Readings:

- 1. Marketing Theory Evolution & Evaluation: Jagdish N. Seth, David M-Gardner.
- 2. Marketing Theory: Foundations, Controversy, Strategy Research Advantage Shelby D. Hunt.
- 3. Capital Market & Financial Services Mahesh Kulkarni & Subhash Mahajan, Nirali Prakashan.
- 4.E-commerce & digital model for business Sarkar-S. Arise Publication & Dirstributor.
- 5. Advertisement & Sales Management by Amandeep Kaur, Kalyani Publication.
- 6. Digital Marketing Deiss & Honeyberry dummres.
- 7. Author Sir name, Initials, "Book Title", Publisher name, City/country of publication, Year of publication. Edition No. if any.
- 8. Author Sir name, Initials, "Book Title", Publisher name, City/country of publication, Year of publication. Edition No. if any.

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Research Project

100 Marts.