



MAA SHAKUMBHARI UNIVERSITY, SAHARANPUR

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

Course Code: 1130101

Hours: 60

MM. 100

Objectives:

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
III	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, Bhattacharya: 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
<p>Course Objectives: The main objective of this paper is to</p> <ol style="list-style-type: none">1. equip research scholars with advanced research skills to carry out empirical as well as conceptual research in the area of accounting and business.2. Enable the research scholars to understand the emerging challenges in changing scenario of finance.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. <p>Course Outcomes: At the end of this course, the students should be able to:</p> <p>CO1. Understand the role of accounting concepts and conventions in business and society, and learn various dimensions of Auditing practices.</p> <p>CO2. develop an understanding of various contemporary issues in finance and cope up with day-to-day emerging challenges.</p> <p>CO3. bridge the gap between theoretical and practical field of banking and insurance.</p> <p>CO4. analyse the taxation policies and need for tax reforms.</p> <p>CO5. analyse the economic policies of Indian Government.</p>		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks: 55
Total No. of Lectures-Tutorial (in hours per week): L-T: 4-1		
Unit	Topics	No. of Lectures 60
I	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
II	Contemporary Issues in Finance Various Issues in corporate Finance; Indian Financial System: An overview and Recent Developments; Financial Markets: Capital Market, Money Market, Forex Market; International Finance: Overview & Recent Development Tools & Methodology in Financial Research.	12

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III	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.		
Suggested Readings: 1. Emerging Trend 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 Taxation Laws – Sh. Girish Ahuja, Taxman. 7. Direct Tax – H.C. Mehrotra, Shahitya Bhawan. 8. Corporate Law – Prof. C.L. Bansal – Book Scope. 9. Insolvency & Bankruptcy 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.		

Shukla Manoj H. L.



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SYLLABUS OF PRE-Ph. D. COURSE IN COMMERCE

PAPER – II

Subject: Commerce		
Course Code: 1130103	Course Title: Contemporary Issues In Business Administration	Theory
<p>Course Objectives: The main objective of this paper is to</p> <ol style="list-style-type: none"> 1- The objective of the curriculum is to provide research scholars the advanced research techniques they need to conduct conceptual and empirical research in the field of business studies. 2- Enable the students to measure risk and returns and calculate valuation of a firm. 3- 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 5- provide fundamental knowledge and concepts relating to Corporate Governance Practises in India. <p>Course Outcomes: At the end of this course, the students should be able to:</p> <p>CO1. Analyse various management theories and its applications.</p> <p>CO2. apply the concept of Financial Management in contemporary financial events.</p> <p>CO3. develop and understanding regarding contemporary issues in marketing.</p> <p>CO4. Critically assess existing theory and practice in the field of HRM</p> <p>CO5. Critically evaluate and analyse the significance and importance of corporate governance in the light of contemporary global business, culture, and social developments</p>		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks: 55
Total No. of Lectures-Tutorial (in hours per week): L-T: 4-1		
Unit	Topics	No. of Lectures (60)
I	<p><u>Business Management</u></p> <p>Management Theories and Thinkers- Recent Developments; Indian Ethos; Ethics and value system in Indian Business Management; corporate Social Responsibility Comparative Analysis of Indian Management with Various Global Management Practices (Specially that of China, USA and Japan)</p>	12
II	<p><u>Financial Management</u></p> <p>Concept of Profit and wealth Maximization; Decision Making in Financial Management ; Capital Structure; Valuation of a Firm; Contemporary Issues relating of Merger & Acquisitions; Research Issues in Financial Management.</p>	12

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III	<u>Marketing Management</u> 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	<u>Human Resource Management</u> 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	<u>Corporate Governance</u> 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 & Distributor. 5. Advertisement & Sales Management by Amandeep Kaur, Kalyani Publication. 6. Digital Marketing – Deiss & Honeyberry – dummies. 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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Paper - IV

Research Project

100 Marks.