

**DR. HARISINGH GOUR VISHWAVIDYALAYA,
SAGAR (M.P.)**

(A CENTRAL UNIVERSITY)

DEPARTMENT OF COMMERCE

**Syllabus
of
DOCTOR of PHILOSOPHY (Ph. D.)**

w.e.f.

Academic Year 2020-21

DEPARTMENT OF COMMERCE
Ph.D. Syllabus
(w.e.f. Academic Session- 2016-17)

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1. PREAMBLE:

The Department of Commerce under School of Commerce and Management is one of the oldest and major departments of this University. Department of Commerce was established on 18th July 1948. The Department is engaged in Under-graduate and Post- graduate teaching and in guiding of research work. In the present time, the Department has total intake of 760 Students at the undergraduate and Post graduate level. By now, more than 240 research scholars have been awarded Ph.D. degree on their research work and at present 14 candidates are exclusively engaged in Department research centre at the Ph.D. level. The Department has now three Professors and eight Assistant Professors.

Doctor of Philosophy (Ph.D.) is the most exalted three year full time post-graduate research (maximum duration 5 Years) programme in commerce. The course provides an extreme and rigorous base for teaching and research. The course serves the needs of academics and prepares students for research and teaching. The Alumni of this course are well placed in business, academics and administration in the country. . In the year 2009, after being upgraded as Central University, CBCS System has been adopted by the University and this course is being changed second time after adopting CBCS System. The UGC has asked for introduction CBCS System in all the Central and State Universities and also proposed a model syllabus of CBCS System in undergraduate programme and it is being introduced in academic year 2016-17. Thus, in view of widening the scope and depth of the course according to change in under-graduate courses and inclusion of research paradigms of commerce stream, change in overall structure of the course has been proposed. Further, the overall structure has been improved to provide an insight of research in commerce and interdisciplinary areas and to facilitate those students aspiring for direct Ph.D. admissions.

The University constituted Board of Studies in Commerce to facilitate the course revision process and to resolve other academic matters of the Department. The Department is hereby proposing the relevant changes in the existing structure and well as in course content in Ph, D. course. The changes proposed have also been discussed and

approved in the Departmental Council before placing it in the meeting of the Board of Studies for their valuable inputs and suggestions for drafting the curriculum.

2. Ph.D. Programme Structure:

The Ph. D. Programme Course Work consists of one semester.

		Semester	
Part - I	First Year	Semester I	Course Work

*There will be 4 lecture hours of teaching per week for each paper

*Duration of examination of each paper shall be 3 hours.

*Each paper will be of 100 marks out of which 60 marks shall be allocated for End Semester examination and 40 marks for internal assessment.

Duration of Ph. D. Programm:

(i) Minimum Duration: Three years

(Maximum Duration) : Five years

Scheme of Examination

Examination	Syllabus Content	Maximum Marks	Mode of Examination
First Mid Semester Exam	50% of Syllabus	20 Marks	Written Exam
Second Mid Semester Exam	75% of Syllabus	20 Marks	Assignment + Presentation*
End Semester Exam	Entire Syllabus	60 Marks	Written Exam

The schedule of papers prescribed for Course Work shall be as follows:

Department Of Commerce
Ph.D. (Course Work) (1 Semesters) CBCS Programme
Programme Structure

Course No.	Course Title	Course Type	L	T	P	Credits
COM-CC-141	Research Methodology	Core Course	3	1	0	4
COM-CC-142	Business Environment	Core Course	3	1	0	4
COM-CC-143	Review of literature & Report writing	Core Course	2	2	0	4
CPE-RPE-144	Research and Publication Ethics	Core Course	2	0	0	2
	Elective (Any one)					
COM-EC-141	International Business & Trade	Elective	3	1	0	4
COM-EC-142	Accounting for Cost & Management					
COM-EC-143	Financial Management					
COM-EC-144	Capital Market Operations					
COM-EC-145	Public Finance					
COM-EC-146	Indian Banking					
COM-EC-147	Indian Insurance					
COM-EC-148	Marketing Management					
COM-EC-149	Tax Planning & Management					
	Total Credit					18

School Board

School of Commerce and Management

S. No.	Name	Designation	Signature
1.	Prof. Y.S. Thakur	Dean	
2.	Prof. J.K. Jain	Head	
3.	Prof. G. L. Puntambekar	Professor from School	
4.	Prof. P.N. Mishra Director, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore (M.P.)	External Member	
5.	Prof. G.Y. Shitole, Principal, S.N.DT. Arts and Commerce College for Women, Karve Road Campus, Pune-411036	External Member	
6.	Dr. D K Nema	Professor from School	
7.	Dr. G M Dubey Department of Economics	Representative from other School	
8.	Dr. I.D. Awasthi Department of Psychology	Representative from other School	
9.	Dr. Shree Bhagwat	Assistant Professor from the School	
10.	Dr. Rupali Saini	Assistant Professor from the School	

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-CC- 141	Research Methodology	100	3	1	0	4

OBJECTIVE: The objective of this course is to develop research oriented skill for innovative research.

UNIT I

(12 Lecture)

- **An Introduction:** Meaning of Research; Objectives of Research; Motivation in Research; Types of Research; Research Approaches; Significance of Research; Research Methods versus Methodology; Research and Scientific Method; Importance of Knowing How Research is Done; Research process; Criteria of Good Research; Problems Encountered by Research in India.
- **Defining the Research Problem:** What is a Research Problem? Selecting the Problem; Necessity of Defining the Problem; Technique Involved in Defining a Problem; An Illustration; Conclusion.

UNIT II

(12 Lecture)

- **Data Collection :** Collection of Primary Data; Collection of Data through Questionnaires; Collection of Data through Schedules; Different between Questionnaires and Schedules; Some Other Methods of Data Collection; Collection of Secondary Data; Selection of Appropriate Method for Data Collection; Case Study Method; Appendices (i): Guidelines for Constructing Questionnaire/ Schedule; (ii) Guidelines for Successful Interviewing; (iii) Difference between Survey and Experiment.

UNIT – III

(12 Lecture)

- **Processing and Analysis :** Processing Operations; Some Problems in Processing; Elements/Types of Analysis; Statistics in Research; Measures of Central Tendency; Measures of Dispersion; Measures of Asymmetry (Skewness); Measures of Relationship; Simple Regression Analysis; Multiple Correlation and Regression Partial Correlation; Association in Case of Attributes; Other Measures; Appendix; Summary Chart Concerning Analysis of Data.
- **Research Design:** Meaning of Research Design; Need for Research Design; Features of a Good Design; Important Concepts Relating to Research Design; Different Research Designs; Basic principles of Experimental Designs; Conclusion; Appendix; Developing a Research Plan.

UNIT IV

(12 Lecture)

Testing of Hypotheses- I (Parametric or Standard Tests of Hypotheses): What is a Hypothesis? Basic Concepts Concerning Testing of Hypotheses; Procedure for Hypotheses Testing; Flow Diagram for Hypothesis Testing; Measuring the power of a Hypothesis Tests; Hypothesis Testing of Means; Hypothesis Testing for Differences between means; hypothesis testing for comparing two related samples; hypothesis testing of proportions; hypothesis testing for difference between proportions; hypothesis testing for comparing a variance to some hypothesized population variance; testing the equality of variances of two normal populations; hypothesis testing of correlation coefficients; limitations of the tests of hypotheses.

UNIT V

(12 Lecture)

- **Testing of Hypotheses-II (Nonparametric or Distribution-Free Tests):** Important Nonparametric or Distribution-free Test; relationship between spearman's r's and Kendall's W; Characteristics of Distribution-free or Nonparametric Tests; Conclusion.
- Reporting writing – Various formats of report Writing.

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Kothari Cr: Research Methodology Methods and Techniques, New Age International Publishers.
2. Gupta S.P. : Research Methodology
3. Uwe Flick: Introducing Research Methodology, Sage Publications.
4. Bhattacharya D.K: Research methodology, Excel Books India.
5. Kumar Ranjit: Research Methodology: A Step-By-Step Guide for Beginners, sage Publications India Pvt. Ltd.
6. Majhi& Khatua Research Methodology Himalaya Publishing House, New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-CC- 142	Business Environment	100	3	1	0	4

OBJECTIVE: The objective of this course is to impart knowledge of Indian Business Environment.

UNIT- I

(12 Lecture)

- **Conceptual Framework of Business Environment:** Nature of Business, Features of Business, Interaction between Business and Environment, Business and Its Environment, Definition of Business Environment, Features of Business Environment, Scope of Business Environment, Micro Environment, Macro Environment, Other Factors Governing Business Environment, Vision, Mission and Goals and Business Environment
- **Economic Systems:** Nature of Economic Systems, Determinants of Economic System, Criteria for Economic System
- **State Intervention in Business:** Level of Intervention under Capitalist Economy, Need for State Intervention, Role of State in Economy

UNIT- II

(12 Lecture)

- **Business Culture and Social Change:** Business and Society
- **Social Institutions and System:** Nature of Society, Nature of Social Structure, Social System, Social Institutions, Values and Attitudes, Dualism in Indian Society
- **Social responsibility of Business:** Nature of Social Responsibility of Business, Need for Social Responsibility of Business, Approaches towards CSR, Objectives of CSR

UNIT- III

(12 Lecture)

Public Enterprises in India: Nature of Public Enterprises, Main Characteristics of PEs, Types of Public Enterprises, Formulation of Restructuring Strategy, Government Initiatives in Restructuring of Public Enterprises, Sickness in Public Enterprises, Factors Responsible for Sickness in PEs.

UNIT IV

(12 Lecture)

- **Private Sector in India:** Growth of Private Sector in India, Vibrant Private Sector, Impact Analysis of Private Sector, Investment Climate and Indian Private Sector
- **Joint Sector in India:** Nature of Joint Sector, Concept of Joint Sector Evolution of the Joint Sector, Government Policy of Joint Sector

- **Co-Operative Sector in India:** Historical Perspective, Nature of Co-operative Organization, Co-operative movement in India, National Policy for Co-operatives 2002, Problems of the Indian Co-operative Sector

UNIT – V

(12 Lecture)

Micro, Small and Medium Enterprises in India:

- Industrial Sickness in India:
- Economic and Industrial Policies: Monetary Policy, Fiscal Policy, Industrial Policy
- Foreign Trade Policy: Foreign Trade Policy 2009-2014

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Macro Economics Mankiw N. Gragory
2. Business Environment : Francis chouliam
3. Business Environment in India: M.K. Shanma
4. Business Environment : Dr. M.J. Mathur
5. Business Environment: K. Assy thappa
6. Business Environment: Raj K. Wadhwa
7. Business Environment : Jimmy Davar, P. Bhaskar Rao

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-CC- 143	Review of literature & Report writing	100	0	0	0	4

OBJECTIVE: This paper is meant to develop skill of writing a literature review of Research student to use critically a Segment of a published body of knowledge through summary classification and comparison of previous research studies and to present a Review of literature.

UNIT- I

(12 Lecture)

- Definition of literature review, Objectives of literature review, Scope & length of literature review, Types of literature review designs.

Unit – II

(12 Lecture)

- Mechanics of literature review- identification of Resources for locating reading and organizing resources Like Centre for Research Quality, Library database, referred journal Articles, verification of Peer Reviewed Articles, Trusted Websites, Internal source with guidance of Supervisors.

UNIT- III

(12 Lecture)

- Literature Review Process- collection of material to be reviewed, Reading & taking Notes, Organizing notes in to sections, synthesizes the matter. (With reference to the questions what has been done before? What have other said? What is the relevance? What is the difference? Whether your agreement or disagreement? What are the flaws?)

UNIT – IV

(12 Lecture)

- Synthesization of precious Research Work done, arrangement of research work by theme and author, table of content, synthesis- common errors- citation salad, plop Quotations, Fixing the Errors.

UNIT- V

(12 Lecture)

- Report Writing

Suggested Readings:

1. Research Design: qualitative, quantitative, and mixed approach, sage publication
2. **The Craft of Research**, Booth, wayne. c and gregory (Sage Study Skill series)
-University of Chicago press
3. The informed Writer: Using sources in the disciplines, Bazerman, charls
4. Telling a Research Story: Writing a literature review, Author- cristine feak, John M swales
Michigan series.
5. **Making sense: A Student guide to Writing and style-** oxford university press
publication
6. The literature review: A step by step guide for student, Author Diana Ridley (Sage study skill
Series)
7. Website: [www. Reading ac.uk/study advice](http://www.Reading.ac.uk/study%20advice)
8. Types of literature review designs-
www.palmer.edu/michael.haneline/6_EBC_PP_Chap6.pp

DEPARTMENT OF COMMERCE**Ph. D. (Semester-I)****(w.e.f. Academic Session- 2020-21)**

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
CPE-RPE -144	Research and Publication Ethics	100	2	0	0	2

OBJECTIVE: The objective of this course is to learn the Research & publication ethics. This course has total five units focusing on basics of Philosophy of science and ethics, research integrity, publications ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics and plagiarism tools will be introduced in this course.

UNIT I**(12 Lecture)**

- **RPE01: PHILOSOPHY AND ETHICS (3 Hrs.)**
 - Introduction to philosophy: definition, nature and scope, concept, branches.
 - Ethics: definition, moral philosophy, nature of moral judgments and reactions.
- **RPE02: SCIENTIFIC CONDUCT (5 Hrs.)**
 - Ethics with respect to science and research.
 - Intellectual honesty and research integrity.
 - Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
 - Redundant publications: duplicate and overlapping publications, salami slicing
 - Selective reporting and misrepresentation of data
- **RPE03: PUBLICATION ETHICS (7 Hrs.)**
 - Publication ethics: definition, introduction and importance
 - Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.
 - Conflicts of interest
 - Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
 - Violation of publication ethics, authorship and contributorship
 - Identification of publication misconduct, complaints and appeals
 - Predatory publishers and journals
- **RPE04: OPEN ACCESS PUBLISHING (4 Hrs.)**
 - Open access publications and initiatives
 - SHEPRA/RoMEO online resource to check publisher copyright & self-archiving policies
 - Software tool to identify predatory publications developed by SPPU
 - Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, etc.

- **RPE05: PUBLICATION MISCONDUCT (4 Hrs.)**
- A. Group Discussion (2 hrs)
 - Subject Specific ethical issues, FFP, authorship
 - Conflicts of interest
 - Complaints 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
- **RPE06: DATABASES AND RESEARCH METRICS (7 Hrs.)**
- A. Databases (4 hrs)
 - Indexing databases
 - Citation databases: Web of Science, Scopus, etc.
- B. Research Metrics (3 hrs)
 - Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, and Cite Score.
 - Metrics: h-index, g-index, i10 index, altmetrics.

Books Recommended:

- Research Ethics: A Philosophical Guide to the Responsible Conduct of Research by Gary Comstock - Cambridge University Press
- Research and Publication Ethics by Santosh Kumar Yadav- Ane Books Pvt. Ltd.
- Research and Publication Ethics by Sudhir Gupta, Sushil Kamboj - Lexis Press LLC
- Ethics in Research Practice and Innovation by Ana Frunza, Antonio Sandu, Elena Unguru – IGI Global
- Scholarly Ethics and Publishing: Breakthroughs in Research and Practice – IGI Global

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classroom's sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 141	Elective: International Business & Trade	100	3	1	0	4

OBJECTIVE: The objective of this course is to impart knowledge of International Business and Trade

UNIT- I

(12 Lecture)

- **International Business: An Overview:** Introduction; Definition of International Business; Scope of International Business Activities; Main Drivers of Globalization; Globalization Trends; Implications of the Global Shift; Public Attitudes to Globalization; Questions; References.
- **International Business Theories:** Introduction; Basis for Trade; Sources of Comparative Advantage; International Trade Theories: Mercantilism, Absolute Advantage, Comparative Advantage: A Simple Model; Factor- Endowments Approach; Leontief Paradox; Human Skills and Technology- Based Views; Product Life-Cycle Theory; Linder's Income- Preference Similarity Theory; Intra- Industry Trade (IIT); Measurement of Intra industry Trade; New Trade Theory; " New New " Trade Theory; National Competitive Advantage; Implications for Business; Questions; References.
- **Tariffs and Other Barriers to Trade:** Introduction; The Tariff Concept; Types of Tariffs: Specific Tariff, Ad Valorem Tariff, Compound Tariff; The Effective Rate of Protection; Intervention in Export Markets; Quota; the Impact of Tariffs, Quotas or Tariff- Rate Quotas; Welfare Effects; Questions; References.
- **'Fair' Trade: Contingency Measures:** Introduction; Dumping; Why Do Firms Dump Goods?; Subsidies; The Economics of Subsidies; Countervailing Duties (CVD); The Economics of Countervailing Duties; Other Selected Measures of Contingency Protection: Renegotiation, Safeguards, Technical Barriers to Trade, Government Procurement; Questions; References.

UNIT – II

(12 Lecture)

- **World Trade Organization :** Introduction; World Trade Organization; Doha WTO Ministerial Conference; Hong Kong Ministerial Declaration; Significance of the Negotiations; WTO and the TRIPS Agreement; Trade Related Investment Measures (TRIMs); WTO Dispute Settlement Mechanism; The Doha Agenda and the Road Ahead for WTO: A Critique; WTO Negotiations and India; Questions; References.

- **Regional Blocks, Trade Liberalization and Foreign Investment** : Introduction; Regionalism; Multilateralism and Globalization; Regional Integration Agreement (RIAs) and Trade; The Proliferation of Regional Preference Systems; India's Regional Trading Arrangements; Regional Integration Agreements and Foreign Investment; The Impact of Regional Integration Frameworks (RIFs) In FDI Determinants; The Potential Impact of a Possible Multilateral Framework on Investment; Making Regionalism Complementary to Multilateralism: Building Blocks *versus* Stumbling Blocks; Questions; References.

UNIT- III

(12 Lecture)

- **Balance of Payments:** Introduction; The Concept of Balance of Payment; Difference Between Balance of Payments Data and Customs Data; International Economic Linkages; Coping with the Capital Inflows: Adjustment Mix Policy; Uses of the Balance of Payments; Balance of Payment: Recent Trends in India; Questions; References.
- **Managing Exchange Rate and Forex Reserves:** Introduction; Definition of Thee Foreign Exchange Market; Markets and Market Participants; Foreign Exchange Transactions; Foreign Exchange Market: A Three- Tier Structure in India; Exchange Rate Management; Volatility in the Forex Markets; Nominal Effective Exchange Rate and Real Effective Exchange Rate Issues Involved in Indian Rupee Depreciation and Volatility; Real Sector or Real Culprits; Exchange Rate Risk Management Framework; Managing Foreign Exchange Reserves.

UNIT – IV

(12 Lecture)

- **India's Foreign Trade Policy:** Introduction; Trade Development Efforts in India; Foreign Trade Policy: Objectives, Strategy; Salient Features: Special Focus Initiatives, Promotional Measures, Duty Exemption and Remission Schemes; Export Promotion Capital Goods (EPCG) Scheme, Export Oriented Units (EOU), Electronics Hardware Technology Parks (EHTPs), Software Technology Parks (STPs) and Bio-Technology Parks (BTPs); Special Economic Zones (SEZ); Deemed Exports; Recent Trade Policy Measures; Questions; References.
- **India's Foreign Trade:** Introduction; Definition of Foreign Trade; Types of Foreign Trade; Need and Importance of Foreign Trade; India's Merchandise Trade; India's Export Growth; Export Growth; Export Growth and Exchange Rate Changes, Trade Quantum's and Unit Values Export Performance of India and EDE;s India's Import Growth; Trade Deficit; Trade Composition; Export Composition, Export Diversification, Import Composition; Direction of Trade; Questions; References;

UNIT – V

(12 Lecture)

- **The International Monetary System:** Introduction; International Monetary Fund (IMF); Organizational Structure; Functions of the IMF; Recent Structural Changes in the IMF; Special Drawing Rights (SDRs): An International Reserve Asset; Use of SDRs; Quotas- Capital Base, Gold Holding; IMF's Lending Capacity; Borrowing Arrangements: Economic Surveillance; Conditionality; Transparency at the IMF; Technical Assistance and Training; World Bank; IDA, IFC, MIGA; Reform the International System; Questions; References.
- **Reviving the World Economy:** Introduction; Fragile Global Recovery; Engaging the World Organizations: The G-20; International Monetary System, Financial Regulation; Development Issues; Reform Agenda; How has India Hit by the Crisis? India's Response to the Challenge; Impact of Monetary Measures; Questions; References.

BOOKS RECOMMENDED:

1. The International Business Environment. Text and Cases- Anant K. Sundaram/J. Stewart Black Publication- PHI Publication
2. International Business Environment & Management V.K. Bhalla'/S.Shiva Ramu'. - Anmol Publication Pvt. Ltd.
3. International Business- Theory and Managerial Application- 'Robert Grosse & Danee Kujawa' Irwin Publication.
4. International Business- 'Naunihal Singh' Anmol Publication New Delhi.
5. International Business- Concepts and Techniques 'Devendra Thakur/Santosh Kumar Misshra' Deep & Deep Publications
6. Readings in International Business Management 'Subhash Lal' Anmol Publishing Pvt. Ltd.
7. New Import Export Policy & Procedure- 1997-2002 (Vol.3) 'Nabhi Kumar Jain- Publication – A Nabhi Publication

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 142	Elective: Accounting for Cost & Management	100	3	1	0	4

OBJECTIVE: The objective of this course is to develop research oriented skill in the field of cost and management accounting

UNIT I

(12 Lecture)

- **Introduction:** Meaning and scope of cost accountancy, difference between costing and cost accounting, objectives of cost accounting, importance and limitations of cost accounting, cost allocation, cost apportionment and cost absorption.
- Accounting for Material Labour and Overhead Costs, Unit Costing, Job, Batch and Contract Casting.

UNIT-II

(12 Lecture)

- **Process Costing** including work –in –progress , Joint product and By- Product, Operating Costing, Activity Based Costing, Marginal Costing and decision making, Budgeting and Budgetary Control, Uniform Coasting and Cost Audit

UNIT III

(12 Lecture)

- **Concept of Managerial Accounting**, Cost Accounting and Managerial Accounting, Management Process and Role of Managerial Accounting, Decision Making Process, Responsibilities of Management Accountant,
- **Standard Costing**- Material ,Labour and Overhead Variance, Responsibility Accounting and Divisional Performance Measurement, Financial Statement Analysis, Management Control System ,Management Information System(MIS)

UNIT-IV

(12 Lecture)

- **Fundamentals of Budgeting** Definition of budget; Essentials of budgeting; Types of budgets, Budgetary control; Zero base budgeting; Performance budgeting. (Theory) 4. Cashbudget, production budget, sales budget (Theory + Numerical)
- **Marginal Costing**; Concept, features, advantages and disadvantages of marginal costing; Marginal costing vs absorption costing. (Theory) Cost-volume-profit analysis and Break- even analysis: Assumptions and practical applications; decisions regarding sales-mix and discontinuation of a product line.

UNIT-V

(12 Lecture)

- **Contemporary Issues:** Responsibility Centers: Concept and types; transfer pricing; Cost Audit: Concept, objectives, scope, types and advantages. (Theory) 10. Value chain analysis; Activity-based costing; target costing, life cycle costing; Cost Reduction: Concept, scope, advantages and techniques. (Theory)

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. **Gowda, J. Made:** Management Accounting, Himalaya Publishing House, New Delhi
2. **Jawahar Lal:** Management Accounting, Himalaya Publishing House, New Delhi
3. **Horngren, Sundem & Stratton:** Introduction to Management Accounting, PHE Publication, New Delhi
4. **Pillai, R.S.N., Bhagvathi:** Management Accounting, S. Chand & Company, New Delhi
5. **Bhattacharya, Shishir Kumar & Roy, Sujit Kumar:** Management Accounting (Incorporating Accounting Theory), S. Chand & Company, New Delhi
6. **Rao, P. Mohana, Pramanik, Alok Kumar:** Current Issues In Management Accounting, Deep & Deep Publication, New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 143	Elective: Financial Management	100	3	1	0	4

OBJECTIVE: The objective of this course is to learn the financial management application in research.

UNIT I

(12 Lecture)

- **Financial Management:** Nature of financial management, Objectives of Financial Management, Finance function, Scope of financial management, Responsibilities and functions of Financial Manager.
- **Analysis of Financial Statements:** Meaning of Financial Statement, Nature of financial statements, Meaning of financial statement analysis, Form and contents of balance sheet, Trading and profit and loss account, Limitations of Financial Statements.
- **Financial Planning:** Nature and meaning of financial planning, Steps in financial planning, Need and importance of financial planning, Factors influencing financial planning, Characteristics of a sound financial plan, Limitations of financial planning.

UNIT – II

(12 Lecture)

- **Capitalization:** Importance of capitalization, Theories of capitalization, Meaning of Under-capitalization, Watered stock.
- **Capital Structure:** Difference between of capital structure and capitalization, balanced capital structure, Capital gearing, trading on Equity, Limitations of trading on equity.
- **Cash Budget:** Cash budget and income statement, Importance/ Significance of Cash budget, Cash Budget and working capital budget.

UNIT – III

(12 Lecture)

- **Dividend Policy:** Meaning of dividend policy, Nature of dividend policy, Types of dividends, Forms of Dividend Policy.
- **Funds Flow Statement:** Objectives of funds flow statement, Distinction between funds flow statements and balance sheet, Distinction between funds flow statement and Income statement, preparation of a funds flow statement, Limitations of fund flow statement.

UNIT – IV

(12 Lecture)

- **Cash Flow Statement:** Objectives of Cash flow statement, uses of cash flow statement, Difference between funds flow and cash statement, Limitations of cash flow Statement.
- **Ratio Analysis:** Ratio Analysis, steps in the process of ratio analysis, Interpretation of ratios, Objectives of ratio-analysis, Role and importance of ratio analysis, Ratios used in analysis of financial statements, Limitations of Ratio analysis.

UNIT- V

(12 Lecture)

- **Break-Even Analysis:** Introduction to Break-Even analysis, Marginal Costing, Limitation of marginal costing, Break- Even Point.
Industrial Finance: Industrial finance in India, IFCI, IDBI, ICICI, SIDBI, UTI

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Khan, M.Y. & P.K. Jain : Financial Management
2. Kuchhal, S.C.: Financial Management
3. Kulkarni, P.V.: Corporation Finance: Principles and Problems.
4. Pandey, I.M.: Financial Management
5. Van Horne, J.C.: Financial Management and Policy
6. Khan, M.Y.: Financial Management (Tata McGraw Hill)
7. Jain, N.K.: How to Borrow from Financial & Banking Institutions (Nabhi Pub., New Delhi)
8. Srinivasan, S. Cash and Working Capital Management, Vikas Publishing House, New Delhi.
9. Dhameeja Nand and Sastry, K.S. Finance and Accounting for Management Competitiveness, Wheeler Publishing, Allahabad.
10. D.C. Sharma, Management Accounting.
11. Accounting from Financial Analysis: J.D. Agrawal, Institute of Finance, New Delhi
12. Hingorani, N.L. & O.P. Chawala: Management Accounting
13. Hingorani, N.L. Ramanathan, A.R. & Grewal T.S. Management Accounting
14. Gupta, S.P.: Management Accounting
15. Murthy, Guruprasad: Management Accounting.
16. Shukla, S.M. Practical Problems in Advanced Accountancy.
17. Srinivasan, N.P.: Management Accounting
18. Anthony, R.N. Management Accounting Text & Case (Richard D. Irwin, Illioci)
19. Anthony, R.N. Management Accounting Principles (Richard D. Irwin, Illioci)
20. Agrawal, J.D.: Accounting for Financial Analysis (Indian Institute of Finance, New Delhi)

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 144	Elective: Capital Market Operations	100	3	1	0	4

OBJECTIVE: The objective of this course is to develop the knowledge of capital market operations.

UNIT I

(12 Lecture)

- **Stock Markets in India/Stock Exchange in India: Introduction-** Operations of Indian Stock Market, Definition of Capital Market, Classification, Purpose Stock Market, Shortcomings of Stock Markets, Primary vs. Secondary Market, Stock Market in India, Stock Market Information System, Principal Weaknesses of Indian Stock Market, Directions to Reform the Functioning of Stock Exchange, National Stock Exchange of India Ltd., Over the Counter Exchange of India (OTCEI), Inter-connected Stock Exchange of India, Demutualization of Stock Exchanges, Money Market, Composition of the Indian Money market, Certificate of Deposit, Call Money Market, Repurchase Agreements (REPOS), Bills Rediscounting, Summary, Short and Easy Questions, References.

UNIT II

(12 Lecture)

- **Capital Market Reform:** Recent Development in the Indian Stock Market, Meaning of Depository, Dematerialization, Rematerialisation, Depositories in India, Custodial Services, Nature of Transactions in Stock Market, Basic Types of Transaction, Summary, Short and Easy Questions, References.
- **Economic Analysis:** Security Analysis and Investment Decision, Fundamental Analysis, Economy- Industry- Company Analysis: a Framework, Investment making Process, Economic Forecasting, Barometric or Indian Approach, Money and Stock Prices, Diffusion Index, Geometric Model Building Approach, Economy and Industry Analysis, Summary,

UNIT III

(12 Lecture)

- **Fundamental Analysis : Company Analysis:** Need for Company Analysis, Framework of Company Analysis, Fundamental Analysis Model, Determining Earnings- Multiplier (P/E) Ratio, Dividend Discount Model of Valuation, Comparative P/E Approach, Growth Stocks, Forecasting Earnings Per Share, Summary, Short and Easy Questions, References.
- **Technical Analysis:** Introduction to Technical Analysis and Assumptions, Technical V/S Fundamental Analysis, Old Puzzles and New Developments, Neutral Networks, Tools of Technical Analysis, Dow Theory, Criticism of Dow Theory, Types of Trend, Technical Analysis: Chart Types, Technical Analysis: Moving Averages, Exponential Moving Average (EMA), Major Uses of Moving Averages, Technical Analysis: Indicators and Oscillators, Limitations of Charts, The Short Interest Ratio Theory, Criticisms of Technical Analysis, Summary,

UNIT- IV

(12 Lecture)

- **Capital Market Theory:** Risk-free Lending and Borrowing, Introduction to CAPM, Portfolio risk, Security Market Line (SML), Capital Market Line (CML), Beta Factor of a Market Portfolio, Benefits and Limitations of CAPM, Arbitrage Pricing Model, Arbitrage Pricing Theory (APT), Using the Apt, Modern Portfolio Theory, Summary, Short and Easy Questions, References.

UNIT- V

(12 Lecture)

- **Performance Evaluation of Portfolio:** Introduction, Methods of Calculating Portfolio Returns, Portfolio Performance and Risk Adjusted Methods, Determinants of Portfolio Performance, Market Timing, Benchmark Portfolios for Performance Evaluation, **Forecasting of Portfolio Performance:** Neural Networks, Artificial Neural Networks, Fuzzy Logic, Behavioral Models, Summary, Short and Easy Questions, References

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Sudhindra Bhat " Security Analysis and Portfolio Management Excel Books New Delhi
2. Kevin S. : Security Analysis and Portfolio Management , PHI Learning Pvt. Ltd New Delhi
3. Aavadhani, V.K. : Analysis and Portfolio Management , Himalayan Publishing House, New Delhi
4. Agarwal .O.P .Security Analysis and Investment Management Himalaya Publishing House, New Delhi
5. Gupta,S.Security Analysis and Portfolio Management Indica Publishers & Distributers pvt ltd New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 145	Elective: Public Finance	100	3	1	0	4

OBJECTIVE: The objective of this course is to impart knowledge of Public Finance.

UNIT – I

(12 Lecture)

- Public Finance: Meaning, Nature, Scope and Importance, Difference between private and public finance, Principle of maximum social advantage, Role of state in public finance.
- Canons of taxation, Tax-GDP Ratio: Meaning, Significance & Determinants. Trends in Tax-GDP Ratio in India. Features of a good taxation system, Tax Equity: Benefit Principle of Taxation; Ability to-pay principle of taxation. Tax Capacity & Tax Effort, Tax bases and tax policy – Determinants of tax yield – Classification of taxes: Direct and indirect taxes (Relative Roles of Direct and Indirect Taxes in Indian Economy) OECD classification; Progressive, proportional and regressive taxes; Ad-valorem and specific taxes.

UNIT- II

(12 Lecture)

Sources of Revenue: Taxes, Loans, Grants and Aid – Meaning and types, Taxable capacity, Incidence of Taxation: Types of tax incidence, Factors determining extent of tax shifting, taxation and efficiency: Excess Burden of Taxation; Administrative Costs; Compliance Costs. Distribution of Tax Burden, - Buoyancy and elasticity of tax revenue-Tax evasion in India, causes and consequences of tax evasion, Methods to curb tax evasion, Tax Incentives: Rationale, benefits and costs of tax incentives, forms of tax incentives: Tax Holidays, investment allowance, deductions, reinvestment incentives etc.

UNIT – III

(12 Lecture)

- Principle of public expenditure, Principle of public debt and its methods of redemption. Effects of public expenditure on production and distribution,
- Constitutional Provisions Pertaining to Taxes: Rationale for constitutional arrangements. Distribution of taxation powers between the Center and States in the constitution of India; Restrictions on the taxation powers of the States; Role of Finance Commission in India sharing of Central taxes. Recommendations of the Finance Commissions: (latest two Finance Commission) financial relations between central and state government, mainheads of revenue and expenditure of central and state government.

UNIT – IV

(12 Lecture)

Tax Reforms in Direct and Indirect Taxes: Issues & Challenges, Value Added Tax, Goods & Service Tax. International Double Taxation: Assignment Rules of Foreign Income- Source versus Residence;

UNIT- V

(12 Lecture)

Methods to alleviate international tax duplication: Exemption, Tax Credit Method, Bilateral Tax Treaty, Multilateral Tax Treaty, OECD Model & United Nations Model- Tax Convention, International Tax Avoidance and Evasion; Transfer Pricing; Tax Heavens, Tax Treaty Shopping – Anti Avoidance Measures. Indian Law on Double Tax Relief.

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Mishra S.k, Puri V.K: Indian Economy, Himalaya Publishing House, New Delhi.
2. Paul Samuel: Fighting Corruption, Academic Foundation, New Delhi.
3. Bussell Jennifer: Corruption and Reform in India, Cambridge University Press.
4. Rao M. Govinda, Rakshit Mihir : Public Economics, Sage Publications
5. Dhingra Navjot: Tax Reforms and Administration. Deep and Deep Publications. New Delhi.

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 146	Elective: Indian Banking	100	3	1	0	4

OBJECTIVE: The objective of this course is to impart knowledge of Indian Banking Sector.

UNIT – I

(12 Lecture)

- Commercial Banking: Role of Commercial Banks in developments, nationalization, banking structure, evaluation of banking since nationalization, banking sector reforms, Indian banking: concerns and challenges for future.
- The Reserve Bank of India: Main functions, monetary policy, control of currency, controlling measures.

UNIT – II

(12 Lecture)

- Retail banking: Introduction, concept, distinguishing features, Retail banking in India, government policies for retail banking, future of retail banking.
- Corporate governance in commercial banks: Emergence, concept, objectives, fundamentals, prescribing code, corporate governance and commercial banks, RBI and Corporate governance.

UNIT-III

(12 Lecture)

- Relationship banking: Introduction, concept , distinguishing features, utility, fundamentals, process of developing Relationship with customers,

UNIT- IV

(12 Lecture)

- Management of loans in commercial banks: Characteristics of commercial bank loans in India, factors influencing loan policy, supervision of loans.

UNIT – V

(12 Lecture)

- Inclusive growth and commercial banks: Inclusive growth, financial inclusions and international experiences, financial inclusion and Indian experiences, financial inclusion and commercial banks in India, progress under financial inclusion plans.

- New norms of working capital financing by banks: RBI guidelines regarding working capital financing.
- Management of Non- performing assets in commercial banks: NPAs in commercial banks, steps taken by the government and RBI on NPAs, future challenges.

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Bhole L. M: Financial institutions and Market, Tata Mc. Graw Hill.
2. Desai Vatan: The Indian Financial System, Himalaya Publishing House.
3. Gordon E., Natrajan K.: Financial Markets and institutions, Himalaya Publications.
4. Ashok Purohit Banking Law& Practice Indica Publishers & Distributers pvt ltd New Delhi
5. Agarwal O.P.Modern Banking in India Himalaya Publishing House, New Delhi
6. Bhatia A.K.Public Economics Indica Publishers & Distributers pvt ltd New Delhi
7. Yadav B.S. Public sector Reforms in India Indica Publishers & Distributers pvt ltd New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 147	Elective: Indian Insurance	100	3	1	0	4

OBJECTIVE: The objective of this course is to impart knowledge of India's Insurance sector.

UNIT – I

(12 Lecture)

Insurance: Definition, nature, role and importance. Insurance Industry- A Global Perspective, Evaluation of Insurance Industry in India. Performance of Indian Insurance Companies during Post Reform Period, Challenges before Insurance Industry in India, Government Efforts to improve the services of Insurance Sector in India.

UNIT – II

(12 Lecture)

- Life insurance: Nature, classification of policies, annuities, selection of risk, measurement of risk, calculation of premium, progress of life business of LIC, LIC and Mutual Funds, Liberalization and LIC.
- Nature of Marine insurance Contract, policies, policy conditions, premium calculation, marine losses, payment of claims, progress of marine insurance business in India.

UNIT-III

(12 Lecture)

Fire insurance: Nature, uses, contract, kinds of policies, policy conditions, rate fixation in fire insurance, payment of claim, progress of fire insurance.

UNIT – IV

(12 Lecture)

miscellaneous insurance: Social insurance, health, transport, motor, rural, agriculture, urban traditional and non-urban traditional insurance, Progress of general and misc.insurance.

UNIT- V

(12 Lecture)

- Prospects of insurance companies, privatization of insurance industry, Insurance innovation, risk management, banc assurance, international insurance.
- Insurance legislation in India, IRDA

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

- 1) Mishra M.N, Mishra S.B: Insurance Principles and Practice, S. Chand Publications.
- 2) Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan Publishing House.
- 3) SadhakH:Life Insurance in India: Opportunities,Challenges and strategic Perspective. Sage Publications
- 4) Shrivastave, R.M., Divya, Nigam; Management of Indian Financial Institution, Himalaya Publishing House , New Delhi
- 5) Gupta P.K .Fundamentals of Insurance Himalaya Publishing House, New Delhi
- 6) Khanna P.K. Insurance: Principles & Practices Indica Publishers & Distributers pvt ltd New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 148	Elective: Marketing Management	100	3	1	0	4

OBJECTIVE: The objective of this course is to develop research oriented skill for innovative research.

UNIT- I

(12 Lecture)

- Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing –
 - a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
 - b) Goods – Services Continuum, Product, Market
 - c) Customer Satisfaction, Customer Delight.
 - d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. concept of Marketing Myopia. Selling vs. marketing.
 - e) Holistic Marketing Orientation & Customer Value

UNIT- II

(12 Lecture)

Consumer Behavior: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

- Marketing Environment: Analyzing needs and trends Macro Environment - Political, Economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

UNIT- III

(12 Lecture)

- Market segmentation: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.
- Marketing Mix: Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.
- Marketing Planning: Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services.

UNIT- IV

(12 Lecture)

Marketing organization: Concept, Types - Functional organization, Product Focused organization, Geographic Organization, Customer Based

- Organization, Matrix organization. Organization structure for a wide customer orientation.

UNIT- V

(12 Lecture)

- Market Evaluation and Controls: Generic Process, Need and Significance of marketing control. Marketing Audit.
- Social responsibility of marketing organizations.

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing - Stanton
3. Marketing Management – Rajan Saxena
4. Marketing Management - V.S.Ramaswamy and S.Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed.
6. Case Studies in Marketing - Indian context - R.Srinivas
7. Sachin K.Sharma Marketing Management Indica Publishers & Distributors pvt ltd New Delhi
8. Sherlekar & Krishnamurthy Marketing Management Himalaya Publishing House, New Delhi

DEPARTMENT OF COMMERCE

Ph. D. (Semester-I)

(w.e.f. Academic Session- 2016-17)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-EC - 149	Elective: Tax Planning & Management	100	3	1	0	4

OBJECTIVE: The objective of this course is to develop the knowledge and research ability in the field of Tax Planning and Management

UNIT I (12 Lecture)

- **Concept of Tax Planning:** Meaning; Scope, Importance; Objectives of Tax Planning Tax Avoidance and Tax Evasion; Corporate Taxation & Dividend Tax.

UNIT- II (12 Lecture)

- **Areas of Tax Planning:** Ownership Aspect, Activity Aspects & Locational Aspects, Nature of the Business & Tax Planning.

UNIT III (12 Lecture)

- **Tax Planning and Setting up New Business:** Deductions Available to New Industrial Undertaking; Amalgamation; Merger and Tax Planning; Special Tax Provisions- Tax Provisions Relating to Free Trade Zones, Infrastructure Sector & Backward Areas Tax Incentives for Exporters.

UNIT- IV (12 Lecture)

- **Tax Planning and Financial Decisions:** Capital Structure Decision, Dividend, Inter Corporate Dividend, Bonus Shares, Purchase of Assets Out of own funds or out of Borrowed funds.

UNIT - V (12 Lecture)

Tax Management: Introduction; Difference Between Tax Planning and Tax Management, Areas of Tax Management, Return of Income and Assessment; Penalties and Prosecutions, Appeals and Revisions.

Note: Current issues and developments are to be discussed.

BOOKS RECOMMENDED:

1. Ahuja, G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central SalesTax; Bharat Law House, New Delhi.
2. Lakhotia, R.N. Corporate Tax Planning; Vision Publications, Delhi
3. Singhania, V.K. Direct Taxes: Law and Practice, Taxman's Publication Delhi.
4. Singhania, Vinod K: Direct Tax Planning and Management, Taxman's Publication, Delhi
5. Thakur Meera Taxation in India Indica Publishers & Distributors pvt ltd, New Delhi