

VEER KUNWAR SINGH UNIVERSITY, ARA, BIHAR
SYLLABUS OF PhD COURSE WORK
SUBJECT : COMMERCE & MANAGEMENT

1. **TITLE :** “ Pre-PhD Course Work In **COMMERCE & MANAGEMENT** ”
2. The present syllabus of PhD course work has been prepared in the light of the UGC guidelines given time to time .
3. **DURATION :** Six (6) months
4. **FEE STRUCTURE :** Rs 2,000.00 (Two Thousand) - One Time
5. **MEDIUM OF INSTRUCTION :** Shall be in English or Hindi.
6. **STRUCTURE OF THE COURSE WORK FOR PhD/EVALUATION :**
Two Paper, Each having 100 marks . Total of 200 Marks. For qualify in each paper, a candidate has to obtained minimum 55 marks or equivalent grade, then they will be eligible for the submission of their research proposal or synopsis before the Post Graduate Research Council (**PGRC**).
7. **YEAR OF IMPLEMENTATION :**The course work will be implemented from Academic **Year 2020-21 onwards**.
8. **INTAKE CAPACITY / NUMBER OF STUDENTS:** Every year, the intake of students for PhD will depend on the number of vacant seats with the research guides recognised by the university.
9. **TEACHERS’ QUALIFICATIONS :-**
 - (a) Teachers’ qualification as prescribed by norms .
 - (b) Workload of teachers in the department as per the norms prescribed by Apex bodies like UGC/State Govt./University.
 - (c) Teaching Aids like TV, VCR, LCD, Computers, Internet facilities etc. are available in the Department.
 - (d) **LIBRARY:** The Text Books, Reference Books, Journals and Periodicals, required for the revised course will be made available in the Departmental/Central University library.
 - (e) **SPECIFIC EQUIPMENTS:** Necessary to run the Course: The faculty teaching various courses will make use of L.C.D., and Computers/Internet wherever necessary.

PEDAGOGY:

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

PREAMBLE:

The present new Syllabus of Course Work for PhD in **Commerce & Management** has been prepared keeping in view of the continuous developments in all subjects in the field of Commerce & Management; in its growing knowledge resources and improvements in pedagogic methodologies and the UGC guidelines. The present exercise of preparation of Course Work syllabus for PhD in Commerce is guided by three broad teaching orientations:

- (i) job orientation (to prepare students to make use of employment opportunities),
- (ii) knowledge orientation (development of personality and sharpening of intellectual skills among the students) , and (iii) social orientation (inculcation of social commitment among the students and making them responsible citizens).

Keeping these teaching orientations in mind, syllabus preparation has been done with the following objectives of Commerce & Management education:

- (a) to acquaint the students with recent trends in commerce & management and the content of courses in commerce & management
- (b) to equip the students to critically understand and interpret business realities,
- (c) to develop among the students a distinctly commerce & management perspective,
- (d) to enhance the social sensitivity and sensibility of the students, and
- (e) to help students acquire skills that will be useful to them in their personal, social and professional life.
- (f) To develop research orientation among the students and develop analytical skills.

The general objectives of the course work are:

1. To equip the students with latest knowledge in the Commerce & Management pertaining to theory and research.
2. To orient the students for comprehending , analyzing and critically assessing the business realities and commerce & management perspective.
3. To inculcate the analytical ability, research aptitude and relevant skills in the students useful for their social and professional life.
4. To prepare the students for undertaking research, jobs in Colleges/ Universities/Research Institutions , various Government Departments and Companies in public sector as well as private sector.

PAPER – I

(I-A)

RESEARCH METHODOLOGY

(Max Marks : 80)

UNIT – I

Meaning of Research – Purpose, Characteristics and Types of Research , Legal research, Meaning and its kinds, Basic principles of research, Process of Research Identification and formation of research problem, Formulation of Hypotheses – Types Methods of testing Hypotheses, Research plan and its components - Techniques and tools of data collections

UNIT – II

PHILOSOPHY AND ETHICS- Introduction to philosophy: definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgements and reactions. **SCIENTIFIC CONDUCT** - Ethics with respect to science and research Intellectual honesty and research integrity, Scientific misconduct: Falsification, Fabrication, and Plagiarism (FFP). **PUBLICATION ETHICS** - definition, introduction and importance, Publication misconduct : definition, concept, problems that lead to unethical behavior and vice versa, types

UNIT – III

Ethics in Legal Research, A brief idea about the funding agencies, and other Research Fellow Ship schemes, of agencies like UGC, ICSSR etc. Basic knowledge of organizing Conferences, symposia, workshop, exhibition etc.

UNIT – IV

Writing Research Proposals, Report and Research Paper: Meaning and types – stages in Preparation, characteristics, structure, documentation: Footnotes and Bibliography, Editing and evaluating the final draft – checklist for a good proposal/report/research Paper, Review of Literature and research work

UNIT – V

Quantitative Techniques for research - Parametric Test – F Ratio , One way ANOVA- Two Way ANOVA , problems – Non Parametric test – CHI Square Test – Sign test -

Note: The candidate will have to answer five (5) questions out of Ten (10), at least one (1) from each unit. Maximum Two (2) questions will be asked from each unit.

REFERENCES :

1. Kothari, C.R. (2008), 'Research Methodology – Methods & Techniques', New Age International Publishers, 4835/24, Ansari Road, Dariyaganj, New Delhi- 110002.
2. Thakur, Devendra,(2000), 'Research Methodology in Social Sciences', Deep & Deep Publication Pvt. Ltd, New Delhi – 27.
3. Henry C Lucas, Jr. (2000) – Information Technology For Management, Tata McGraw-Hill Publishing Co.- New Delhi-110008.
4. Krishnaswamy K.N., Si vakumar, Appa Iyer & Mathiranjani M (2006), Management Research Methodology, Integration for Principles, Methods & techniques, Pearson Education, New Delhi.
5. Goode, I and Hatt P.J. Methods in Social Research, New York, MSGraw Hill.
6. Gupta, S.C.(1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi.

(I - B)

COMPUTER APPLICATION IN RESEARCH

(Max Marks : 20)

(DURATION-01 Month)

(Common Course for students of the entire Faculty(Science/Arts/Commerce /Humanities) as one component of Research methodology)

-Introduction to Operating System, Windows, MS Office, Word, Excel, PowerPoint- Virus and protection – Acquaintance with www , IP, e-mail, application programs – tips on PC maintenance, basic setup of printer, scanner and other peripherals. Video conferencing tools.

-How can computational ability be useful in research – using a programming language, data representation and conversion between various number systems.

Note: The candidate will have to answer two (2) questions out of four (4).

P A P E R – II
RECENT TRENDS IN COMMERCE
GROUP – A

(Max Marks : 60)

UNIT – I

Financial Management – time value of money – financing decision and capital structure- working capital management – cost of capital – capital budgeting – Leverage analysis – Dividend decisions Indian Financial System – Financial Instruments – Recent development in Indian Financial system .

UNIT-II

Marketing concepts and functions – Marketing Mix – Market segmentation- Market targeting – Market positioning – Product mix- PLC – Branding- Packaging and Labelling - Pricing Policies- Logistic and supply chain management – Marketing Research – Consumer Relationship Marketing (CRM)

UNIT – III

Human Resource Management – Personal management vs HRM – Human resource planning – Job Analysis – Recruitment – principles of HRD – factors influencing productivity – Human relations – Employee morale – Job Satisfaction- Motivation – Theories – Leadership – Theories – Group Dynamics

UNIT – IV

Managing IT system in modern business. IT system in Business Environment. IT and Business Intelligence. Internet banking and modeling. Data mining and Decision Support System. IT in business services.

REFERENCES :

1. Cherunilam, Francis . *Business Environment* : Himalaya Publishing House, 2003
2. Dessler, Gray . *Human Resource Management* . Prentice Hall. N.D.
3. Lang, T, 2010, "*Trends in Ecommerce*", 2010, Hannover
4. WTO, 2005b, "*International Trade Statistics 2014*", April 2005, Geneva.
5. Kotler, Philip and Abraham Koshy. *Principle of Marketing*. Person Education. N.d. .
6. Govind Apte, "*Service Marketing*", Oxford Press.
7. Peeru Mohammed, H&A Sagadevan, A. *Customer Relationship Management* , Vikas Publications.

Note: The candidate will have to answer four (4) questions out of eight (8), at least one question from each unit.

GROUP – B

(Max Marks : 40)

Part – I

(Max Marks: 20)

The candidate will have to write one (1) research paper/assignment, concerning his/her subject or area on interest in which he/she wanted to pursue research work

Part – II

(Max Marks : 10)

The candidate will have to participate in Power Point Presentation (PPP), concerning his/her topic or subject.

Part- III

(Max Marks : 10)

The candidate will have to appear in Viva-Voce, will be held in the department.



HEAD

DEAN

MEMBERS, DEPT.COUNCIL

EXTERNAL EXPERT