Chaudhary Devi Lal University
Sirsa (Haryana)

SCHEME AND SYLLABUS

OF

PH.D. COURSE WORK
(CHOICE BASED CREDIT SYSTEM)

(w. e. f. Academic Session 2017-18)

DEPARTMENT OF COMMERCE

CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

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PH.D. COURSE WORK- 2017-18 SCHEME AND SYALLBUS (CHOICE BASED CREDIT SYSTEM)

Type of Course	Course Code	First Semester						
		Title of Course	Teaching Hours per week	Credits	Internal Assessment/ Valuation	End Term Examination	Total	Duration of Exams (Hours)
Core	PHC-101	Research Methods in Commerce & Business	4	4	30	70	100	3 Hours
Core	PHC-102	Analytical Techniques in Commerce & Business Research	4	4	30	70	100	3 Hours
Generic Elective: The students are required to Opt any one paper from Generic Elective in 2nd semester.								
Generic Elective	PHG-103	Contemporary Issues in Accounting & Finance	4	4	30	70	100	3 Hours
	PHG-104	Contemporary Issues in Marketing	4	4	30	70	100	3 Hours
	PHG-105	Contemporary Issues in Human Resource Management	4	4	30	70	100	3 Hours
Open	*	*	4	4	30	70	100	3 Hours
				16			400	
The Department of Commerce offers the following open elective course for the students of first and second semesters of other departments of the university								
Type of Course	Course Code	Title of Course	Teaching Hours per week	Credits	Internal Assessment/ Valuation	End Term Examination	Total	Duration of Exams (Hours)
Open Elective	PHO-101	Analytical Techniques in Social Science Research	4	4	30	70	100	3 Hours

*The students of Department of Commerce will earn minimum four (04) credits by choosing some open elective courses offered by the different departments in the university other than the Department of Commerce.

RESEARCH METHODS IN COMMERCE AND BUSINESS

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   **Max. Marks: 70**

Unit-I

Planning and Designing a Research Study: Choosing a Research Topic, Review of Literature: Goals of Literature Review Types of Reviews, Sources of Research Literature, Writing of Review
Types of Research Designs and Approaches of Experimental Designs: Randomized Two-Group Design, Solomon Four-Group Design, Factorial Design, Quasi-Experimental Designs, Interrupted Time-Series Designs, Qualitative Designs, Case Studies, Survey Studies, Focus Groups
Formulating a Research Problem: Framing of Hypotheses Choosing Variables to Study

Unit-II

Selecting Research Participants: General Approaches for Controlling Artifact and Bias, Introduction to Validity: Internal, External, Construct and Statistical Validity Sources of Artifact and Bias, Methods for Controlling Sources of Artifact and Bias, Data Collection, Assessment Methods and Measurement Strategies, Sampling: Theory, Designs. Scales of Measurement, Psychometric Considerations
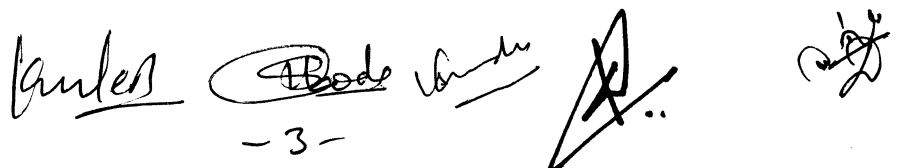
Unit-III

Reliability and Validity and their Relationship to Measurement, Methods of Data Collection, Questionnaire: Nature, Importance and Uses: Issues Involved in Designing of Questionnaire, Web-Based Questionnaires; Testing Validity and Reliability of Questionnaires
Content Analysis: Conceptual Framework, Qualitative and Quantitative Models of Content Analysis, Relational Content Analysis, Data Preparation, Analyses and Interpretation, Data Preparation, Data Screening, Constructing a Database Transforming Data, Data Analysis and Interpretation

Unit-IV

Report Writing, Bibliography and Referencing
Ethical Considerations in Research: Fundamental Ethical Principles Disseminating the Results of Research Studies Sharing the Results of Research Studies
Presentation of Research Results, Publication of Research Results

Suggested Readings :

1. Cooper, D. R. and Schindler, P.S., Business Research Methods, Tata McGraw Hill, New Delhi.
2. Levine, D.M., Krehbiel T.C. and Berenson M.L., Business Statistics, Pearson Education. New Delhi.
3. Kothari, C. R., Research Methodology.
4. Anderson, Sweeney and Williams: Statistics for Business and Economics, Thompson, New Delhi.
5. David Wilkinson and Peter Birmingham, Using Research Instruments: A Guide for Researchers, Routledge Falmer, New York, 2003.

PHC-102 ANALYTICAL TECHNIQUES IN COMMERCE & BUSINESS RESEARCH

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   **Max. Marks: 70**

Unit-I

Introduction to SPSS and E-Views Softwares, Data Entry, Editing, Transformation and Cleaning, Descriptive Statistics Testing of Hypothesis, Parametric Tests: One Sample t-test, Independent Samples t-Test, Paired Samples t-Test, Anova and Manova

Unit-II

Non-Parametric Tests: Chi-Square, One Sample Tests, Two Independent Samples Tests, K-Independent Samples, Two Related Samples, K-Related Samples, Panel Data Analysis, Factor Analysis, Discriminant Analysis,

Unit-III

Correlation and Regression Analysis, Testing the Assumptions of Regressions, Multicollinearity, Hetroscedasticity and Autocolleration
Basic Characteristics of Time Series Data, Examining Stationarity of Data, Granger Causality Test

Unit-IV

Dummy Variables in Regression Analysis, Logit and Probit Models of Regression

Suggested Readings:

1. Damodar N. Gujarat and S. Sangeeta, Basic Econometrics, Tata McGraw Hill Publishers, New Delhi, Fourth Edition.
2. RajendarNargundkar, Marketing Research: Text and Cases, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2006.
3. Hair Joseph F., Multivariate Data Analysis, Pearson Education, Prentice Hall.
4. Naresh K. Malhotra, Marketing Research: Application to Contemporary Issues with SPSS, Pearson Education, Prentice Hall, First Edition, 2008.
5. G.S. Maddala, Introduction to Econometrics, Wiley India Publishers Third Edition.
6. I. GustiNgurahAgung, Time Series Analysis Using E-views, John Wiley & Sons.
7. Badi H. Baltagi, Econometrics Analysis of Panel Data, John Wiley & Sons, Third Edition

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PHG-103   CONTEMPORARY ISSUES IN ACCOUNTING AND FINANCE

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   **Max. Marks: 70**

Unit-I

Sub-prime crisis- Reasons, impact, remedies and lessons to be learnt. Pricing of IPOs – Conceptual and research issues. Integration of capital markets the world over- reasons and techniques to measure such integration. Convergence of Accounting Standards and IFRSs.

Unit-II

Emerging issues in behavioural finance: Application of theories in investment decision makingFinancial inclusion and role of banks: Progress and bottlenecks

Unit-III

Financial risk management-types of financial risk. Role of derivatives in managing financial risk

Strategic cost management techniques-Activity Based Costing, Life Cycle Costing and Target Costing.

Unit-IV

Performance measurement and management-traditional methods; Value based methods Residual Income, Economic Value Added, Market Value Added; Balanced Score Card. Future of Corporate Reporting: Online reporting- An Empirical understanding

Suggested Readings:

1. Mark Zandi, *"Financial Shock: A 360° Look at the Subprime Mortgage Implosion andHow to Avoid the Next Financial Crisis"*, FT Press, 2008.
2. Chi Lo, *"Asia and the Subprime Crisis: Lifting the Veil on the "Financial Tsunami"*, Palgrave Macmillan.
3. ArifKhurshed, "Initial Public Offerings (IPOs)" *Managerial Finance,* Volume 33, Number 6.
4. Maurice Obstfeld and Alan M. Taylor, *"Global Capital Markets: Integration, Crisis, andGrowth"*, Cambridge University Press.
5. Keith Redhead, *"Personal Finance and Investments: A Behavioural Finance Perspective"*, Routledge.

CONTEMPORARY ISSUES IN MARKETING

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   Max. Marks: 70

Unit-I

Social Marketing: Birth and evolution of Social Marketing, Social Marketing Elements, Potential and Limitations of Social Marketing.

Fashion Marketing: Concept, Fashion Marketing in Practice, why study fashion buyer, Fashion Consumer Decision Making, Fashion Marketing Research.

Unit-II

Internet Marketing: Meaning, E-Commerce Incentives, Acquiring Customers on the Web, Consumer Concerns with E-Commerce, B2B E-commerce, Creating Internet Marketing Strategy.

Social Media: What is Social Media, Types of Social Media, Social Networking, Social Media Strategy, Communicating on Social Media, Creating Viral Campaign.
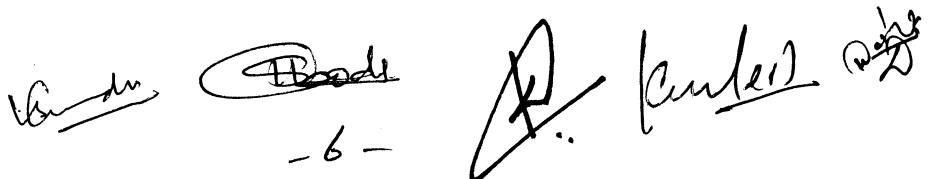
Unit-III

Consumer Culture Theory: Concept, History, Relationship Between Service Dominant Logic. Emerging Topics in Marketing Research: Customer Engagement, Customer Citizenship Behavior, Service Convenience,

Unit-IV

New Technologies of Marketing Research: Videography, Netnography& Online Communities, Blogs & Blogging, Virtual Life Worlds, Data Capture and Data Minning.

Suggested Readings:

1. Parsons, Elizabeth and Pauline Maclaran, Contemporary Issues in Marketing and Consumer Behaviour, Elsevier Ltd.: USA.
2. Clow, Kenneth E. and Donald Baack, Integrated Advertising, Promotion and Marketing Communications. Fourth Edition, Pearson: New Delhi.
3. Jones, Alex Trengrove, Anna Malczyk and Justin Beneke, Internet Marketing, Get Smarter.
4. Easey, Mike, Fashion Marketing, John Wiley & Sons: UK.
5. Belk, W. Russell, Research in Consumer Behavior, Elsevier Ltd.: USA.

PHG-105 CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   **Max. Marks: 70**

Unit-I

Strategic Human Resource Management: Definition and Components, Human Resources as Assets, The VRIO Framework, The investment perspective of Human Resources, Risk involved in investing in Human Assets, Factors determining the investment orientation of an organization.

Unit-II

Difference between Strategic Human Resource Management and HR strategies, Link between HR strategy and Business Strategy. Strategic Fit: a conceptual Framework. Creating high performance work system: concept, fundamental principles, anatomy of High performance work systems, implementing the system, outcomes of high performance work systems.

Unit-III

Human Resource Evaluation: Introduction, Definition and Overview, HRM and Firm Performance, Rationale for HR Evaluation, Measures of HRM performance.
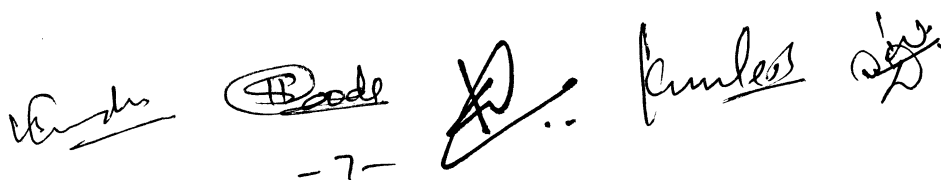
Unit-IV

The psychological contract: The psychological contract defined; The significance of the psychological contract; The nature of the psychological contract; How psychological contracts develop; The changing nature of the psychological contract; The state of the psychological contract; Developing and maintaining a positive psychological contract; The state of the psychological contract career management : Meaning , career terminology , career management methods .

Organisational citizenship behaviour: Introduction, forms of organisation citizenship.

Suggested Readings:

1. TanujaAgarwal, "Strategic Human Resource Management", Oxford University Press, New Delhi.
2. Scott Snell, George Bohlander. VeenaVohra "Human resource management", Cengage learning, New Delhi.
3. Peter Cappelli "Talent on demand", Harvard business press, USA.
4. Michael Armstrong, 'A Handbook of Human Resource Management Practices', Kogan Page London, 2006.

PHO-101   ANALYTICAL TECHNIQUES IN SOCIAL SCIENCE RESEARCH

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours   **Max. Marks: 70**

Unit-I

Introduction to SPSS and E-Views Softwares, Data Entry, Editing, Transformation and Cleaning, Descriptive Statistics Testing of Hypothesis, Parametric Tests: One Sample t-test, Independent Samples t-Test, Paired Samples t-Test, Anova and Manova

Unit-II

Non-Parametric Tests: Chi-Square, One Sample Test, Two Independent Samples, K-Independent Samples, Two Related Samples, K-Related Samples, Panel Data Analysis, Factor Analysis, Discriminant Analysis,

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Basic Characteristics of Time Series Data, Examining Stationarity of Data, Granger Causality Test, Correlation and Regression Analysis, Testing the Assumptions of Regressions, Multicollinearity, Hetroscedasticity and Autocolleration

Unit-IV

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2. RajendarNargundkar, Marketing Research: Text and Cases, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2006.
3. Hair Joseph F., Multivariate Data Analysis, Pearson Education, Prentice Hall.
4. Naresh K. Malhotra, Marketing Research: Application to Contemporary Issues with SPSS, Pearson Education, Prentice Hall, First Edition, 2008.
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6. I. GustiNgurahAgung, Time Series Analysis Using E-views, John Wiley & Sons.
7. Badi H. Baltagi, Econometrics Analysis of Panel Data, John Wiley & Sons, Third Edition