

**SCHEME OF STUDIES
&
EXAMINATIONS SYLLABUS
DOCTOR OF PHILOSOPHY
In
COMMERCE**

(Session 2025-26 onwards)

**DEPARTMENT OF COMMERCE
SRM UNIVERSITY, DELHI-NCR, SONEPAT
HARYANA**

Syllabus of Coursework for Ph.D. in Commerce

The course work for the doctoral research has been made mandatory by the UGC. The course work is prepared as per the notification given in booklet titled Rules, Regulations and Ph.D. Ordinances of SRM University, Haryana. The course work is designed in such a way as to support, motivate and encourage quality research. By undergoing this course work, the student will get equipped with fundamentals of research methodology, computer skills required for research, input in presenting research finding, recent developments in the field of specialization, field work, developing cases in the chosen area etc The course work has to be completed by the student in a satisfactory manner, ideally during one year.

COURSE STRUCTURE:

PAPER	TITLE	SUBJECT CODE	CREDIT	TOTAL MARKS
Course-I	Research Methodology (Common Syllabus)	RES701	4	100
Course-II	Research and Publication Ethics (Compulsory Course by UGC)	RPE100	2	100
Course-III	Trends in Business Research (Common Syllabus)	25PHD101	4	100
Course-IV	Elective Subject (Specific Syllabus for each Discipline)		4	100

TOTAL = 14 Credit

COURSE I: RESEARCH METHODOLOGY

Subject Code: RES 701

Credit: 4

Objectives:

This paper will help the students to understand the relevance and role of research methodology and the significance of the research tools in all functional areas of commerce. It will also help to distinguish between the different kinds of research available, based on the purpose and nature of problem. The course will emphasize on the types of research, data collection methods, analysis and inferences and conclusions. The course is also intended to provide computer and communication skills for research work.

Unit 1: Introduction to Research:

(10 Hours)

Meaning and types of Research : Basic Research, Pure Research, Applied Research, Modern Scientific approach to Research, Research in Business, Research process, Designing a research study, Criteria of Good Research, Salient features of Research Projects, Scope of a Research Study, Delimitation, Evaluations of Research study, Research Design: Criteria for evaluation of a Research study. factors affecting the selection of problems and problem statements - Review of literature - Elements of scientific methods, objectives, specifications, formulation of hypothesis, Model building and nature and identification of variables, Quantitative, Qualitative, Mixed and Historical research.

Unit 2: Data Collection and Description:

(10 Hours)

Data Vs. Information , Types of Data : Primary Vs. Secondary Data , Time series Vs. Cross sectional Data , Panel Data , Sources of secondary data , Methods of Primary data collection, Developing a Questionnaire, Editing, Coding , Identifying missing observations and outliers , Classification and Tabulation of data , Concepts of a frequency distributions for a discrete and continuous random variable, Data representation : Bar Charts , Pie Charts , Histogram and Ogives, Observation studies , Survey Method, Pilot Survey, Population Vs. Sample Study , Features of a Good sample , Determination of Validity , Reliability, Precision, Sampling Frame , Sampling Fraction, Probability sampling methods : SRSWR , SRSWOR, Systematic sampling, Proportionate and Non-probability sampling methods: Conveyance Sampling , Purposive sampling , Statistical judgment, Quota Sampling, Snowball sampling (Only description of the methods and their applications to practical situations)

Unit 3: Overview of Univariate and Bivariate Analysis:

(10 Hours)

Overview of probability theory, Concept of a Frequency distribution and a probability distribution, Raw and Central Moments, Basic concepts and applications of the measures of Central Tendency,

Dispersion, Skewness and Kurtosis, Bivariate correlation analysis, Rank Correlation, Probable Simple Linear Regression, Nonlinear Regression, Growth Curves, Concept of Coefficient of Determination and its interpretation, Measures of Association for Nominal and Ordinal data, Statistics associated with Cross-Tabulations: Chi Square, Phi Coefficient, Contingency Coefficient, Cramer's V, Lambda Coefficient, Cross-Tabulation in Practice

Unit 4: Business Forecasting:

(10 Hours)

Need of Forecasting, History of Forecasting, Types of Forecasts, Forecasting Process, Time-Series Forecasting : Components and models of time series, Methods of determination of Long-term trend : Method of Moving Averages, Simple Exponential Smoothing and Linear Least Squares Trend, Holt's and Winter's exponential Smoothing methods, Forecasting with multiple predictor variables : Multiple Regression model, Interpreting Regression Coefficients, Co-efficient of Determination and its interpretation, Measuring forecasting error, Choice of an appropriate forecasting technique.

Unit 5: Communication and Research Reporting:

(10 hours)

Basics of Communication skills, Types of Scientific Communication, Structure of a Research Proposal, Structure of a Research Paper, Importance of publishing research papers, Publishing papers (Title, Running Title Authors Single and Multi authorship, Writing Abstract, Selecting Keywords, Introduction section, Materials and Methods Section, Result Section, Figures: Design Principles, Legends, Table components Graphs Types style Tables v/s Graph Discussion Section Format Grammar Style, Content, Acknowledgements, References), Different Styles of Communication with the Editor, Handling Referees' Comments, Why report, Types of Report, i.e., General, Technical, etc., Structure of a Research Report, Styles of Report, Research Paper Preparation and Presentation, Structure of Synopsis.

References:

1. Research Methodology: Concepts and Cases by Dr. Deepak Chawla and DL Neena Sondhi.
2. Kothari C R, Research Methodology (Methods and Techniques) New Age Publications
3. Donald Cooper & Pamela Schindler: "Business Research Methods" Tata McGraw Hill (9th Edition)
4. Sharon Lohr: "Sampling: Design and Analysis" Duxbury Press
5. Cochran W.G.: "Sampling Techniques" Wiley Eastern
6. Pulak Chakravarty: "Quantitative Techniques for Management and Economics" Himalaya Publishing House
7. Levin & Rubin: "Statistics for Management" Pearson Education
8. Hankey, Wichern & Reitsch: "Business Forecasting" Pearson Education

COURSE-II



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O.No.F.1-1/2018(Journal/CARE)

December, 2019

Respected Sir/Madam,

University Grants Commission in its 543rd meeting held on 9th August, 2019 approved two Credit Courses for awareness about publication ethics and publication misconducts entitled “**Research and Publication Ethics (RPE)**” to be made compulsory for all Ph.D. students for pre-registration course work **(attached as Annexure).**

In view of the above, you are requested to ensure that the above two Credit courses may be made compulsory for all Ph.D. students for pre-registration course work undertaken in your University from the forthcoming academic session.

With regards,

Yours sincerely,

(Rajnish Jain)

TO THE VICE-CHANCELLORS OF ALL UNIVERSITIES

ANNEXURE

Course Title:

- **Research and Publication Ethics (RPE)**-Course for awareness about the publication ethics and publication misconducts.

Course Level:

- 2 Credit course (30 hrs.)

Eligibility:

- M.Phil., Ph.D. students and interested faculty members (It will be made available to post graduate students at later date)

Fees:

- As per University Rules

Faculty:

- Interdisciplinary Studies

Qualifications of faculty members of the course:

- Ph.D. in relevant subject areas having more than 10 years' of teaching experience

About the course

Course Code: CPE- RPE

Overview

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy:

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

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Syllabus in detail

THEORY

- RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**
 - Introduction to philosophy: definition, nature and scope, concept, branches
 - Ethics: definition, moral philosophy, nature of moral judgements and reactions
- RPE 02: SCIENTIFIC CONDUCT (5hrs.)**
 - 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
- RPE 03: 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 behavior and vice versa, types
 - Violation of publication ethics, authorship and contributorship
 - Identification of publication misconduct, complaints and appeals
 - Predatory publishers and journals

PRACTICE

- RPE 04: OPEN ACCESS PUBLISHING(4 hrs.)**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

- A. Group Discussions (2 hrs.)**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. 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

- **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

- A. Databases (4 hrs.)**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

- B. Research Metrics (3 hrs.)**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

References

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1–10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179–179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance*(2019), ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf

COURSE III: TRENDS IN BUSINESS RESEARCH

Subject Code: 25PHD101

Credit: 4

Objectives:

To learn recent trends of the Business Research in the areas of Accounting, Finance, Marketing, Human Resource Management, Business Strategy, International Business and Technology.

Unit - I: (10 hours)

Trends in Accounting & Finance Research: IFRS, Environmental Accounting, Green Finance, Forensic Accounting, Financial Analysis and Reporting, Automated Accounting Process. Security Analysis and Portfolio Management, Financial Literacy and Personal financial Planning, Risk Management, Credit Rating agencies & CIBIL.

Unit – II: (10 hours)

Trends in Marketing and International Business Research: 7 Ps of Marketing, Customer relationship management (CRM), Logistics & Supply chain management, Mega Marketing, Customer Experience Research, Sentiment Analysis through AI, Social Listening, Green Marketing, Globalization and Cross Cultural Researches, International Trade & Tariff, International Trade Organizations, Balance of Payment.

Unit – III: (10 hours)

Trends in Human Resource Management and Business Strategy Research: Traditional HRM Practices and Digitalization of HRM functions, Green HRM, Flexi timings, Remote Work and Workforce Management, Diversity Equity and Inclusion. Strategic Decision Making and SWOT Analysis, Corporate Social Responsibility.

Unit – IV: (10 hours)

Recent Trends in Technology based Researches: Big Data and Data Analytics, AI and Machine Learning, AI assisted Data Collection & Generative AI, Ethical AI , Digital Transformation of Business, Business Process Automation, Blockchain and Cryptocurrencies, Data Privacy & Ethics, Continued Innovation, Disruptive Technologies, E-Commerce, Interdisciplinary Research, Technology Driven Decision Making, Ethical Considerations in Business Research.

References:

1. I. M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. P Philip Kotler, Principles of Marketing, Practice Hall, New Delhi.
3. Jawahar Lal, Corporate Financial reporting, Taxmenn, New Delhi.
4. George Bohlander, Scott Snell, Arthur Sherman, Managing Human Resources Thomson, South western Latest edition.
5. K. Aswathappa, Human Resource Management: Text and Cases Latest edition
6. P.Subha Rao, International Business : Text and Cases , Himalaya publishing House.
7. Stuart Russell and Peter Norvig, "Artificial Intelligence: A Modern Approach"

Course- IV

Elective Subjects

The Syllabus for Paper III is classified into following areas as shown below. Every paper have Four credit and divided into four units. The candidate will select ANY ONE of the followings:

S. No.	Name of Subject
1	Marketing Management
2	Financial Management
3	Human Resource Management
4	Indian Economic Environment
5	Management Accounting
6	Advanced Cost Accountancy
7	Business Administration
8	International Business
9	Money & Banking

MARKETING MANAGEMENT

Subject Code-PHDM001

Unit-1

Basics of Marketing: Definition of Marketing, and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making.

Unit-2

Buying behaviour: Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosia model, the Engel - Kollat – Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.

Unit-3

Marketing Segmentation and Marketing Strategies– segmentation basis, selection of segments, segmentation strategies, targeting and positioning; Marketing mix for product and services; 5 M's of Advertising, 6 C's of Distribution Channel; Marketing information system; Marketing strategy: product life cycle strategies, new product development and strategies.

Unit-4

Marketing research: application of marketing research, research process, research design, research tools, research analysis – factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research.

Reference Books:

1. Philip Kotler, 'Marketing Management (Analysis, Planning, Implementation and Control)', Prentice-hall of India Pvt. Ltd., New Delhi.
2. William J. Stanton, 'Fundamental of Marketing' McGraw-Hil Inc., Delhi.
3. Philip Kotler, 'Principles and Practice of Marketing', Prentice – Hall of India New Delhi.
4. Still, Cundiff and Govoni, 'Sales Management', Prentice-Hall of India, Delhi.
5. V.S. Ramaswamy & S Namakumari, 'Marketing Management – Planning, Implementation & Control – The Indian', MacMillan India Ltd., New Delhi.

FINANCIAL MANAGEMENT

Subject Code: PHDF001

Unit-1:

Introduction to Financial Management: Meaning, Scope, Objectives of Financial Management, Profit Maximization V/S Wealth Maximization, Role of Chief Financial officer, Time Value of Money

Unit-2:

Financing Decisions: Different Sources of Finance, Cost of Capital, Capital Structure Decisions with various Theories, Leverages – Operating and Financial leverages

Unit-3:

Investment Decisions: Time Value of Money, Various Methods of Capital Expenditure Decisions (Case Studies)

Unit-4:

Dividend Decisions: Issues in Dividend Decision, Walter's Model, Gardens Model, Modigliani and Miller Hypothesis, Forms of Dividend, Stability in Dividend Policy. (Case Studies)

Reference Books:

1. I. M. Pandey(2010), Financial Management, Himalaya Publishing House, New Delhi.
2. Khan, M. Y. and Jain, P. K. (2005), Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Chandra Prasanna (2003), Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Vij, Madhu (2006), International Financial Management, Excel Books, New Delhi.
5. Maheshwari, S. N. (2006), Fundamentals of Financial Management, Sultan Chand & Sons, New Delhi.

HUMAN RESOURCE MANAGEMENT

Subject Code: PHDH001

Unit-1:

Introduction: Concept, Objectives, Scope, Functions ; Human Resource Planning – Importance and Process ; Recruitment and Selection – Different method of Recruitment ; Process of Selection ; Training and Development – Different methods Industrial Relations– Different Approaches; Three Actors of IR .

Unit-2:

International Human Resource Management: Concept Difference between International Human Resource Management and Domestic HRM ; Different approaches of International HRM ; Industrial Relations in MNCS ; Virtual Organisations – Concept ; Difference between Virtual Organisation and Traditional Organisation ; Types, Merits and Demerits of Virtual Organisation. International Recruitment and selection Criteria ; International Compensation

Unit-3:

Strategic Human Resource Management: Concept, Difference between Strategic HRM and Traditional HRM S-p Model of Strategic HRM ; Factors Influencing HR Strategies ; Changing environment of HRM- Globalisation, Technological development, nature of Work, Exporting jobs, work force demographics ; Strategic Management Process Role of HR, Translating Strategy into HR Policy and Practice.

Unit-4:

Research in HRM: Methodology to be adopted; Analysis of data; Report writing.(Case Studies)

Reference Books:

K Ashwathappa ,Text & Cases in Human Resources Management, Tata McGraw Hill .

Arun Monappa , Managing Human resources, McMillan .

Kesho Prasad, Strategic Human Resource Management, Prentice Hall, India.

Ronald R.Sims , Human resource Management, Indian Associated Press.

Gary Dessler, Human resource Management, Pearson Education ,India.

INDIAN ECONOMIC ENVIRONMENT

Subject Code: PHDE001

Unit-1:

Basic Characteristics of Indian Economy: Indian Economic Environment – Concept Components and It's importance; Basic Characteristics of Indian Economy – Causes of Development Gap between the developed and under developed countries Obstacles to Economic development in Indian Economy.

Unit-2:

Structural Growth of Indian Economy: (a) Agricultural Growth in Indian, Since 1951- Growth in Productivity and total food grain production – Green revolution; (b) Profile of Industrial growth in Globalization era – Growth of Public Sector and Private Sector. Industrial Policy of 1948, 1956 and 1991; (c) Role of Agro based industries in economic development of India.

Unit-3:

International Trade and Indian Economy: (a) Free Trade Policy- Features advantages and disadvantages, Protection trade Policy- Features advantages and disadvantages, Indian foreign trade policy 1991, Export Import Policy (2002-07), Foreign Trade Policy (2004-09); (b) Absolute growth of Indian foreign Indian trade since 1991, Composition and direction of Indian foreign trade.

Unit-4:

International Environment and Indian Economy: Foreign Capital- Importance, Kinds and its growth in India Since 1991; Multinational Corporation – Importance, Growth, merits and demerits; IMF – Role, Functions merits & Demerits

References Books:

1. R.Datt & KPM Sundaram Indian Economy, Himalaya Publication, House – Delhi
2. A. N. Agrawal, Indian Economy, Wishkha Prakashan Delhi
3. Misra & Puri, Indian Economy, Himalaya Publishing, House – Delhi.
4. M.L.Seth - Money, Banking, International Trade and Public Finance, Lakshmi Narain Agrawal, Agra.

MANAGEMENT ACCOUNTING

Subject Code: PHDA001

Unit-1:

Introduction to Management Accounting: Meaning, Objectives, Scope, Role of Management Accountant, Financial Statement- Concepts, uses and limitations, Tools and Techniques of Financial Statements, Comparative Statement, Common Size Statement, Trend Analysis.

Unit-2:

Tools and Techniques of Management Accounting-I: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis

Unit-3:

Tools and Techniques of Management Accounting-II: (a) Budget and Budgetary Control- Meaning and Concept, Budget Manual, Key Factors, Type of Budget – Master, Production, Sales, Cash, Flexible, Capital; (b) Standard Costing- Meaning of Standard cost and Standard Costing, Setting of Standard Costs, Variance Analysis – Material, Labour, Overheads Variances; Responsibility Accounting.

Unit-4:

Decision Making: (a) Cost-Volume-Profit (CVP) Analysis, (b) Various Managerial Decisions- Break Even Analysis, Profit Volume Ratio, Margin of Safety, Make or Buy Decisions, Shut Down Decisions, Product mix Decisions, Acceptance of export order and key factor Decisions, Divisional Performance and Transfer Pricing.

Reference Books:

1. Thukaram Rao, M. E., Accounting for Managers, New Age International Publishers, New Delhi.
2. Kishore, Ravi M., Cost Accounting and Financial Management, Taxmann Allied Services (p), New Delhi.
3. Arora, M. N., Cost and Management Accounting, Himalaya Publishing House, Mumbai.
4. Hongren, Charles T. and Gray L. Sundem, Introduction to Management Accounting, Prentice-Hill of India Private Ltd., New Delhi.

ADVANCED COST ACCOUNTANCY

Subject Code: PHDC001

Unit-1:

Introduction to Cost Accounting: Meaning, Concept of Cost, Costing, Cost Accounting; Scope and Principles of Cost Accounting; Cost-Unit and Cost Centre, Elements of Cost, Advantages and limitations of Cost Accounting, Cost Audit under Companies act – 1956.

Unit-2:

Activity Based Costing and Marginal Costing: (a) Activity Based Costing, Meaning and Concept, Types of Activity Cost tools, ABC approach to design a Costing System, Advantages of ABC, Activity Based Costing and Departmental Costing; Marginal Costing- Cost Volume Profit analysis, Essentials of CVP, CVP analysis for decision Making.

Unit-3:

Standard Costing and Uniform Costing: (a) Standard Costing- Meaning and Concept, Variance analysis- Material, labour and overheads; (b) Uniform Costing and inter-firm comparison

Unit-4:

Pricing decision and cost Management: cost estimating, estimated cost, standard cost; cost estimating for pricing; Major influences on pricing decisions, Costing and pricing for short run and long run, Profit Planning Profit maximization through pricing, Transfer Pricing

References Books:

1. Prasad, N. K., Principles and Practice of Advanced Costing, Book Syndicate Private Ltd., Calcutta.
2. Cost Accounting – Methods and Practice – B. K. Bhar
3. Cost Accounting – Jain and Narang
4. Cost Accounting – Jawahar L

BUSINESS ADMINISTRATION

Subject Code: PHDB001

Unit-1:

Business: Meaning and scope, factors to be considered in establishment of business Enterprise, Comparison of different forms of business organization, factors determining the choice of the form of business Organization; business environment; Business ethics; E-Business and global Business.

Unit-2:

Administration and Management: Concept of Management and Administration, Levels of Management, Functions of Management, Principles of Management, Development of Schools of Management Thought; International Management, Comparative Management, Family Management And Professional Management.

Unit-3:

Functional Areas of Management: (a) Marketing Management: Concept of market, Marketing and Marketing Management, Nature and scope of marketing, Marketing mix for product and service, Marketing in 21st century; (b) Financial Management: Concept and scope of financial management, Role of finance manager, Finance Decisions, Investment Decisions and dividend decisions; (c) Human Resource Management: Concept and objectives of Human Resource Management, HR planning, Recruitment And Selection, Training and Development, Compensation Management, Industrial Relations, Trade unions, Collective bargaining and Workers Participation in Management; (d) Operations Management: Concept of operations Management, Nature and function of operations Management, Production planning and control, Material Management, Maintenance Management

Unit-4:

Strategic Management: Concept of strategy, Levels of strategy, Functional Strategies, Definition of strategic Management, Strategic management process, Strategic intent, strategy formulation, Strategy implementation, strategic evolution and control.

References Books:

1. Francis Cheruniln, Business Administration.
2. Koontz and Weihrich, Essentials of Management.
3. George R. Terry, Principles of Management.

INTERNATIONAL BUSINESS

Subject Code: PHDI001

Unit- 1

International Business- Meaning- Evolution-Nature-Need-stages of Internationalization- International Trade Theories competitive Advantages of International Business-Problems of International Business.

Unit- 2

International Business Environment- Introduction-Social and cultural Environment- Technological Environment-Economic-Environment-Political Environment.

Unit- 3

Strategies and structures of International Business: Introduction-Peculiarities of International Strategic Management-International Strategic Management Process Analysis of Mission and Goals, organizational Analysis, Analysis of International Environment, International SWOT Analysis, Alternative corporate Level strategies, Business Level Strategies, Selection of Best Strategy, Strategy implementation, Evaluation and Control.

Unit- 4

International Business Functions: a) International Human Resources Management (HRM)Nature-Comparison of Domestic and International HRM b) International Financial Management -Nature-Comparison of Domestic and International Financial Management. c) International Marketing Management:- Nature – Comparison of Domestic and International Marketing Management- Benefits of International Marketing. d) International operations Management- Nature comparison of Domestic & International Operations management.

References Books:

- 1) International Business- Text and Cases By Dr. P.Subba Rao, Himalaya Publishing House, Delhi.
- 2) International Business by K. Aswathappa, Tata McGraw Hill Education Private Limited, New Delhi
- 3) Kings International Business by Devendra Thakur, Kings Books, Delhi.
- 4) International Business by Rakesh Mohan Joshi, Oxford Publication.

MONEY AND BANKING

Subject Code: PHDMB01

Unit - I

Money - Concept, functions, measurement; theories of money supply determination.

Unit - II

Financial Institutions, Markets, Instruments and Financial Innovations - a. Role of financial markets and institutions; problem of asymmetric information – adverse selection and moral hazard; financial crises. b. Money and capital markets: organization, structure and reforms in India; role of financial derivatives and other innovations.

Unit - III

Interest Rates - Determination; sources of interest rate differentials; theories of term structure of interest rates; interest rates in India.

Unit - IV

Banking Systems - a. Balance sheet and portfolio management. b. Indian banking system: Changing role and structure; banking sector reforms.

Unit V

Central Banking and Monetary Policy -

Functions, balance sheet; goals, targets, indicators and instruments of monetary control; monetary management in an open economy; current monetary policy of India.

Reference Books:

1. F. S. Mishkin and S. G. Eakins, Financial Markets and Institutions, Pearson Education, 6th edition, 2009.
2. F. J. Fabozzi, F. Modigliani, F. J. Jones, M. G. Ferri, Foundations of Financial Markets and Institutions, Pearson Education, 3rd edition, 2009.
3. L. M. Bhole and J. Mahukud, Financial Institutions and Markets, Tata McGraw Hill, 5th edition, 2011.
4. M. Y. Khan, Indian Financial System, Tata McGraw Hill, 7th edition, 2011.
5. Various latest issues of R.B.I. Bulletins, Annual Reports, Reports on Currency and Finance and Reports of the Working Group, IMF Staff Papers.