

Tantia University

Sri Ganganagar

Ph.D. Course Work Syllabus (2016-17)

Commerce

Maximum Marks-100

Minimum Marks-55

PART-A

Part A- 40 Marks

Total Credits = 4

Total Hours=4x45= 180 Hours

Introduction to Research

Introduction of Research, Research methodology, Defining Research problem and formulation of hypothesis, research design, sampling design, measuring and scaling techniques, methods of data collection.

Pure and Applied Research, Exploring or Formulative Research, Descriptive Research, Diagnostic Research/Study, Evaluation Research/Studies, Action Research, Experimental Research, Historical Research, Surveys, Case Study, Field Studies
Research Ethics: Characteristics and format of research paper, article, thesis writing, review of Related Literature, Purpose of the review, Identification of the related literature. Organizing the related literature.

Statistics

Concept of statistics, relevance in research, parametric and non-parametric data; graphical representation of data: histogram, frequency polygon, ogive and pie chart; Measures of Central Tendency, Correlation, t-test chi square test

Computer Application

Basic and fundamental knowledge of Computer and its Applications. Introduction, Application Area, Operating System, Windows, Office, Internet.

PART-B

Part B- 60 Marks (Subject based)

Total Credits = 6

Total Hours=6x45= 270 Hours

1. FINANCIAL & CORPORATE ACCOUNTING

Basic Accounting concepts, Capital and Revenue, Financial Statements

Advanced Company Accounts : Issue, Forfeiture of Shares, Redemption of Preference Shares, Issue and Redemption of Debentures, Purchase of Business, Underwriting of Shares and Debentures, Liquidation, Valuation of Goodwill, Valuation of Shares, Reconstruction and Amalgamation of Companies, Consolidated Balance Sheet and P & L Account of Holding and Subsidiary Companies.

Cost and Management Accounting : Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis, Marginal Costing and Break-even Analysis, Standard Costing, Budgetary Control, Decision-making.

2. BUSINESS ECONOMICS

Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law of Supply and Elasticity of Supply Utility Analysis and Laws of Returns and Law of variable proportions. Cost, Revenue, Price determination in different market situations: Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

3. BUSINESS STATISTICS

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data, Classification and Tabulation of Data, Measures of Central tendency, Dispersion & Skewness. Correlation and Regression, small sample tests - t-test, Z-test, F-test and chi-square test.

4. BUSINESS MANAGEMENT

Principles of Management. Planning - Objectives, Strategies, Planning process, Decision-making, Organising, Organisational structure, Formal and Informal organisations, Organisational culture. Staffing, Leading : Motivation, Leadership, Committees, Communication, Controlling. Corporate Governance and Business Ethics.

5. MARKETING MANAGEMENT

The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment, Consumer behavior, Market segmentation, Product decisions, Pricing decisions, Distribution decisions, Promotion decisions, Marketing planning, Organising and Control.

6. FINANCIAL MANAGEMENT

Sources of Longterm and Short-term Financing. Capital Structure, Financial and Operating leverage, Cost of Capital, Capital Budgeting, Working Capital Management and Dividend Policy.

7. HUMAN RESOURCES MANAGEMENT

Concepts, Role and Functions of Human Resource Management
Human Resource Planning, Recruitment and Selection, Training and Development.
Compensation: Wage and Salary Administration, Incentive and Fringe benefits,

Morale and Productivity, Performance Appraisal, Industrial Relations in India, Health, Safety, Welfare and Social security, Workers Participation in Management.

8. BANKING AND FINANCIAL INSTITUTIONS

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking. Banking Sector Reforms in India, NPA, Capital adequacy norms, E-banking. Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI

9. INTERNATIONAL BUSINESS

Theoretical foundations of international business, Balance of Payments, International liquidity, International Economic Institutions - IMF, World Bank, IFC, IDA, ADB. World Trade Organisation - its functions and Policies. Structure of India's foreign trade: Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.