

# FACULTY OF ECONOMICS & BUSINESS

## SYLLABUS

### FOR

**Pre Ph.D. Course in Commerce**

**(Credit Based Evaluation and Grading System)**

**Session: 2019-20**



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**GURUNANKDEVUNIVERSITY**  
**AMRITSAR**

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## SCHEME OF COURSE

### SEMESTER – I

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
<b>Core Courses</b>									
DCL-901	C	Research Methods in Commerce & Business	4	--	--	4	20	80	100
DCL-902	C	Contemporary Issues in Commerce & Business	3	--	--	3	20	80	100
DCL-903	C	Term Paper Based Seminar	--	--	3	3			100
<b>Interdisciplinary Courses (3 Credits)</b>									
	I	To be offered from the outside Department	3	--	--	3	20	80	100
<b>Elective Courses (3 Credits)</b>									
	E	Elective Courses*	3	--	--	3	20	80	100
Total Credits:			13	--	3	16			

**\*Note: Students are required to opt one from the following Specializations:**

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
DCL-981	E	Contemporary Issues in Accounting and Finance	3	--	--		20	80	100
DCL-982	E	Contemporary Issues in Marketing	3	--	--		20	80	100
DCL-983	E	Contemporary Issues in Human Resource Management	3	--	--		20	80	100

**Grand Total: 16 (Credit Hours)**

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**DCL-901: RESEARCH METHODS IN COMMERCE AND BUSINESS**

**Credits : 4-0-0**  
**Total Marks:100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

Planning and Designing A Research Study. Choosing A Research Topic, Review of Literature, Goals of A Literature Review, Types of Reviews, Sources of Research Literature, Writing of Review, Types of Research Designs and Approaches  
Formulating A Research Problem, Framing of Hypotheses Choosing, Variables to Study, Selecting Research Participants, General Approaches for Controlling Artifact and Bias

**SECTION-B**

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, and Issues Measurement, Scales of Measurement, Psychometric Considerations, Reliability and Validity and their Relationship to Measurement,

**SECTION-C**

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

**Section-D**

Data Preparation, Analyses and Interpretation, Data Preparation, Data Screening, Constructing A Database, Transforming Data, Data Analysis and Interpretation,  
Conceptual Framework: Population vs Sample, Calculation of Sample Size, Measurement of a Variable, Classification of Data, Sampling Error, Standard Error, Type I and Type II Error Power of Test, Effect Sizes, Point Estimation vs Interval Estimations

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**Suggested Readings:**

- 1 .Cooper, D. R. and Schindler, P.S., Business Research Methods, Tata Mc Graw 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
6. Gujarati, D (2014) Basic Econometrics. The MC Graw Hill Publication

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**DCL – 902: CONTEMPORARY ISSUE IN COMMERCE AND BUSINESS**

**Credits: 3-0-0**  
**Total Marks:100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Text**

**SECTION-A**

Reforms through Direct Tax Code and Goods and Service tax.  
Current scenario of Indian Economy with reference to GDP, Current Account Deficit, Fiscal Deficit, Foreign Exchange Reserves,

**SECTION-B**

Rupees Depreciation, Inflation, FDI, Black Economy and research areas to boost the economic growth.  
Implications of Credit Policy Review  
Impact of Demonetization on Indian Economy

**SECTION-C**

Corporate Governance: Meaning, Significance, Principles, Dimensions, Corporate Governance Failure across the globe and research issues.  
Corporate Social Responsibility: Concept of Corporate Social Responsibility, Rationale, Dimensions and areas of corporate social responsibility.  
Impact of corporate social responsibility Practices on corporate performance, Social Audit.

**SECTION-D**

- Understanding financial Markets-Nifty & Sensex
- Investment-Concept, Risk and Return
- Business Valuation Methods and their Applications
- Professional Asset Management Industry: Ethics & Regulations

**Final Examination: Three Hours**

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**Suggested Readings:**

1. Monks, R.A.G. and Minow, N., *Corporate Governance*, Wiley.
2. Tricker, B., *Corporate Governance: Principles, Policies and Practices*, Oxford University Press.
3. Newell, A.p., *Corporate Social Responsibility: Challenges, Benefits and Impact on Business Performance*, Nova Science Pub. Inc.
4. Kotler, P. and Nancy, L., *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, Wiley.
5. Benn, S. and Bolton, D., *Key Concepts in corporate Social Responsibility*, SAGE Publications Ltd.
6. Damodaram, A., *Investment Valuation: Tools and Techniques for Determining the Value of Any Asset*, Wiley.
7. Damodaram, A., *The Little Book of Valuation: How to Value a Company, Pick a Stock and Profit*, Wiley.
8. Koller, T., Goedhart, M. and Wessels, D., *Valuation: Measuring and Managing the Values of Companies*, Wiley.

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**DCL – 903: TERM PAPER BASED SEMINAR**

**Credits: 3-0-0**  
**Total Marks:100**

Students are required to review at least ten studies from literature related to their research topic.  
Submit hard copy of this review and make a presentation of the same.

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**DCL-981 CONTEMPORARY ISSUES IN ACCOUNTING AND FINANCE**  
(Elective Courses)

**Credits: 3-0-0**  
**Total Marks:100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

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.

**SECTION-B**

Convergence of Accounting Standards and IFRSs.  
Emerging issues in behavioural finance: Application of theories in investment decision making  
Financial inclusion and role of banks: Progress and bottlenecks

**SECTION-C**

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.

**SECTION-D**

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

**Final Examination: Three Hours**

**Suggested Readings:**

1. Mark Zandi, *“Financial Shock: A 360° Look at the Subprime Mortgage Implosion and How 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, 2009.
3. Arif Khurshed, “Initial Public Offerings (IPOs)” *Managerial Finance*, Volume 33, Number 6, 2007.
4. Maurice Obstfeld and Alan M. Taylor, *“Global Capital Markets: Integration, Crisis, and Growth”*, Cambridge University Press, 2005.
5. Keith Redhead, *“Personal Finance and Investments: A Behavioural Finance Perspective”*, Routledge, 2008.



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**DCL – 982: CONTEMPORARY ISSUES IN MARKETING**

**Credits: 3-0-0**

**Total Marks:100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

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.

**SECTION-B**

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.

**SECTION-C**

Consumer Culture Theory: Concept, History, Relationship Between Service Dominant Logic.

Emerging Topics in Marketing Research: Customer Engagement, Customer Citizenship Behavior, Service Convenience,

**SECTION-D**

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

**Final Examination: Three Hours**

**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.

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**DCL-983: CONTEMPORARY ISSUES IN  
HUMAN RESOURCE MANAGEMENT**

**Credits: 3-0-0**  
**Total Marks:100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

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, Difference between Strategic Human Resource Management and HR strategies, Link between HR strategy and Business Strategy, Strategic Fit: a conceptual Framework.

**SECTION-B**

Creating high performance work system: concept, fundamental principles, anatomy of High performance work systems, implementing the system, outcomes of high performance work systems  
Human Resource Evaluation: Introduction, Definition and Overview, HRM and Firm Performance, Rationale for HR Evaluation, Measures of HRM performance.

**Mid Semester Test**

**SECTION-C**

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.

**SECTION-D**

The make versus buy decision: concept, the limits of outside hiring, the problems of talent inventory, the need for change, mismatch problems and how to manage those problems.

The problem of uncertainty in talent demand: focus on internal development, forecasting the challenges, forecasting talent needs designing developmental programmes.

The return on talent management investments: concept, the cost of internal development, lowering the cost of development, maximizing the value of internal development.

Matching an internal market to match the talent to job: concept of internal job board model, significance of internal job board, challenges of talent management.

**Final Examination: Three Hours**

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**Suggested Readings:**

1. Tanuja Agarwal, “Strategic Human Resource Management”, Oxford University Press, New Delhi, 2007.
2. Scott Snell, George Bohlander, Veena Vohra “Human resource management”, Cengage learning, New Delhi, 2007.
3. Peter Cappelli “Talent on demand”, Harvard business press, USA, 2008.
4. Michael Armstrong, ‘A Handbook of Human Resource Management Practices’, Kogan Page London, 2006.