

Ph.D.

Department of Commerce

Syllabus
2023 – 2024



DEPARTMENT OF COMMERCE
FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT

KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established Under Section 3 of UGC Act, 1956)

(Accredited with A+ Grade by NAAC in the Second Cycle)

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DEPARTMENT OF COMMERCE

FACULTY OF ARTS SCIENCE COMMERCE AND MANAGEMENT

**Ph.D. in Commerce
(2023-2024 Batch onwards)**

Course code	Name of the course	Instruction hours / week			Credits	Exam Duration	Maximum Marks	Page No.
		L	T	P				
23RCOM101	Paper I – Research Methodology and Pedagogy	4	-	-	4	3	100	3
23RCOM 201	Paper – II – Research and Publication Ethics	4	-	-	4	3	100	5
23RCOM301	Paper III – Special Paper I – Financial Management	4	-	-	4	3	100	7
23RCOM302	Paper III- Special Paper II – Marketing Management							9
23RCOM303	Paper III – Special Paper III – Human Resource Management							11

COURSE OBJECTIVES:**To make the students**

1. To gain knowledge on sampling and measurement
2. To understand methods of data collection and data processing
3. To apply appropriate statistical tools for analysis
4. To draft and prepare research reports
5. To understand various methods of teaching
6. To gain knowledge on various method of evaluation

COURSE OUTCOMES:**Learners should be able to**

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UNIT I

Research - Scope and Significance - Types of Research – Research Process - Characteristics of Good Research - Identifying Research problem – Sampling Design – meaning – Steps in sampling-criteria for good sample design – Types of Sample Design- Probability and non-probability sampling methods. Measurement-Meaning – types of scales.

UNIT II

Review of Literature – Data Collection-Types of Data-Sources –Methods of Data Collection- Observation, Interview Schedule, and Questionnaire – Steps for Constructing a Questionnaire-Establishing, reliability and validity-data processing-Coding-editing and tabulation of data.

UNIT III

Mean, Median and Mode-Parametric Test-Hypothesis testing-Z-test, t-test, F-test, Chi-square test-ANOVA-Correlation, Multiple Regression, Factor Analysis, Non-Parametric tests-Basic of Psychometric Test: Sign test, H test, U test and Run test.

UNIT IV

Report Writing: Meaning, Techniques and Precautions of Interpretation - Significance of Report Writing - Difference Steps in Writing Report - Layout of Research Report - Types: Technical Report, Popular Report - Mechanics of Writing a Research Report - Precautions for writing report-Norms for using Tables, Charts and diagram. Appendix:- Index, Bibliography.

UNIT V

Objectives and roll of higher education – Important characteristics of an effective Lecture – Quality teaching and learning – Lecturer preparation –Characteristics of instructional design – Methods of teaching and learning; Large group – Technique – Lecturer, Seminar, Symposium, Team Teaching, Project, Small group Technique – Simulation, role playing Demonstration, Brain storing, Case discussion and assignment, Methods of evaluation – Self evaluation, student evaluation, Diagnostic testing and remedial teaching – Question banking – Electronic media in education – ‘e’ learning researches – web based learning.

SUGGESTED READINGS:

1. Donald R.Cooper (2000), Business Research Methods, Tata Mc Graw Hill, New Delhi
2. Gupta S.P. (2000), Statistical Methods, Sultan Chand and Sons, New Delhi
3. Kothari, C.R (2002), Research Methodology, Wishwa Prakasam, New Delhi
4. Krishnaswami, (2003), Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi
5. Pannerselvam, R. (2004), Research Methodology, Prentice Hall of India, New Delhi
6. Sterling (2003), Research Methods for Management and Commerce, Tata MC Graw Hill, New Delhi
7. Vedanayagam, E.G (1989) Teaching Technology for College Teachers, Sterling Publishers(P) Ltd., New Delhi
8. Rajasekar S (2005), Computer Education and Educational computing, Neelkamal Publications, Hyderabad,
9. Kumar K.L (1997), Educational Technologies, New Age International, New Delhi
10. Kanthi Swarup P.K Gupta, Man Mohan (2019), “Operations Research”, Sultan Chand and Sons, New Delhi.

COURSE OBJECTIVES:**To make the students**

1. To understand the concept of philosophy and ethics
2. To follow scientific conduct and research integrity
3. To gain knowledge on publication ethics
4. To apply software tools on research
5. To use Integrated Library Management System
6. To follow research ethics on life long

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UNIT I

Philosophy and Ethics: Introduction to Philosophy: Definition – Nature and Scope – Concept – Branches – **Ethics:** Definition – Moral Philosophy – Nature of Moral Judgements and Reactions.

UNIT II

Scientific Conduct – Ethics with respect to Science and Research – Intellectual Honesty and Research Integrity – Scientific Misconduct: Falsification – Fabrication and Plagiarism (FFP) – **Redundant Publications:** Duplicate and Overlapping Publications – Salami Slicing – Selective reporting and misrepresentation of data.

UNIT III

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 – Type – Violation of Publication Ethics – Authorship and Contributorship – Identification of Publication Misconduct – Complaints and Appeals – Predatory Publishers and Journals.

UNIT IV

Publication Misconduct: Group Discussions: Subject specific ethical issues – FFP – Authorship – Conflicts of Interest – Complaints and Appeals: Examples and fraud from India and Abroad.

Software Tools: Use of Plagiarism software tools like Turnitin, Urkund and other open source software tools.

Database: Indexing Database – Citation database – Web of Science – Scopus etc.

Research Metrics: Impact factor of journals as per Journal Citation Report – SNIP – SJR – IIP – Cite Score – Metrics: h-index – g index – i10 index – altmetrics.

UNIT V

Integrated Library Management System (ILMS): e-journals – e books – e shodhsindu – shodhganga – Database – e content development – Learning Management System (LMS) – e PG Pathshala – CEC (UG) Swayam – MOOCs – NPTEL – NMEICT.

IPR: Patent – Copyrights – Trademark – Geographical Indication.

PRACTICE:

Open Access Publishing – Open Access Publications and Initiatives – SHERPA / RoMEO Online resource to check publisher copyright and self-archiving policies – Software tools to identify predatory publications developed by SPPU – Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder – Springer Journal Suggester, etc.

SUGGESTED READINGS:

1. Santhosh Kumar Yadav (2020). Research and Publications Ethics. Ane Books, Chennai
2. Sumata Dutta (2021). Research Publication Ethics in Social Science. Bharti Publications, New Delhi

COURSE OBJECTIVES:**To make the students**

1. To estimate present and future value of money
2. To compute cost of capital and capital budgeting techniques
3. To construct optimum capital structure
4. To estimate rate of dividend and working capital
5. To calculate cash, inventory and receivable management
6. To apply principles of financial management in real life situations

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UNIT I

Financial Management – Meaning - Nature and Scope - Objectives – Role and Functions of Financial Manager- Time value of money – Present Value, Future Value and Compound analysis- Identification of research problems.

UNIT II

Cost of Capital- Meaning and importance- Cost of debt, Preference Share, Equity Share and Retained Earnings- Weighted Average cost of capital- Capital Budgeting- Techniques – Pay back period, Net Present Value, Return on Investment and Internal Rate of Return- Identification of research problems.

UNIT III

Leverage: Meaning – Financial Leverage - Operating Leverage - EBIT- EPS analysis- Capital structure – Theories of Capital Structure – Net Income Approach – Net Operating Income Approach - MM Hypothesis – Traditional Approach – Determinants of capital structure – Optimum Capital Structure- Identification of research problems.

UNIT IV

Dividend Theories – Walter’s model – Gordon and Mm’s models – Dividend policy – forms of Dividend – Determinants of dividend policy. Working capital Management – Meaning – Objectives – Importance –Computation of working capital - Determinants of working capital- Identification of research problems.

UNIT V

Management of Working Capital Components – Cash management – Inventory management - Receivables management. Reports of Various Working capital committees.

Note: The question paper shall cover 50 % theory and 50% problems

SUGGESTED READINGS:

1. Khan and Jain (2006). Financial Management. Tata Mc Graw Hill Publishers Pvt. Ltd., New Delhi.
2. Pandey I.M (2006). Financial Management. Vikas Publications, New Delhi.
3. Kulkarni P.V (2003). Financial Management. Himalaya Publishing house, Mumbai.
4. Maheswari S.N (2005). Financial Management. Sultan Chand and Sons, New Delhi
5. Sharma Sasi K Gupta (2003). Financial Management. Himalaya Publishing house, Mumbai.

COURSE OBJECTIVES:**To make the students**

1. To understand the core marketing concepts
2. To gain knowledge on ways on market segmentation
3. To understand the concept of marketing research and its ethics
4. To formulate plan for marketing goods in rural areas
5. To design strategy for global marketing
6. To apply marketing practices in real life situation

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UNIT I

Marketing Management- Introduction, Importance- Core Marketing concepts, Product planning and development – Product policy decisions – Product Line and Product Mix – Product Life Cycle – Brand Management. Pricing system – Procedure for Price Determination – Advertisement and Sales promotion- Identification of research areas.

UNIT II

Market Segmentation- need for segmentation, benefits of segmentation- base for segmentation – segmenting consumer markets and business markets. Consumer behavior, types of buyer behavior- buying decision of organizational buyers-organizational buying process- Identification of research areas.

UNIT III

Marketing Research- Introduction, Objectives and Importance, Scope of Marketing Research, Marketing Research Process, Applications of Marketing Research- Limitations of Marketing Research – Marketing Information System - Ethics in Marketing Research- Identification of research areas.

UNIT IV

Indian Marketing Environment- Emerging profile of the Indian market, changing the demographic structure-Opportunities in Rural Markets – Rural buying behaviour-Marketing and Society- Social responsibility and Marketing Ethics - Experiences marketing in India - Identification of research areas.

UNIT V

Global Marketing- Introduction, Importance of Global Marketing- The role of Orientations, The forces affecting Global Marketing- Global Marketing Strategy. E-marketing – Introduction, role of the internet, Types of E-Markets, Marketing mix in E-Marketing, Advantages and Limitations of E-marketing- - Identification of research areas.

SUGGESTED READINGS:

1. Karunakaran.Dr (2007). Marketing Management. Himalaya Publishing House, Mumbai.
2. Philip Kotler and Gary Armstrong (2007). Principles of Marketing. Prentice Hall of India Pvt. Ltd., New Delhi.
3. Rajan Nair (2006). Marketing Management. Sultan Chand and Sons, New Delhi.
4. Mamoria C.B and SatishMamoria (2006). Marketing Management. KitabMahal, Patna.
5. Naresh K. Malhotra (2002). Marketing Research. Pearson Education, New Delhi.
6. Varshney R.L and Bhattacharya.B (2006) International Marketing Management. Sultan Chand& Sons, New Delhi.
7. Nandagopal and Vivek (2006).Marketing Research. Asian Publications, New Delhi.

COURSE OBJECTIVES:**To make the students**

1. To gain knowledge on Job design, job analysis and Job specification
2. To understand various techniques on recruitment
3. To evaluate performance of employees
4. To determine the method of job evaluation and salary administration
5. To understand concept of collective bargaining and participative management
6. To apply principle and practice of Human Resource Management in real life situation

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UNIT I

Human Resource Management – Meaning – Significance- Functions –Strategy and tactics-Evolution and Development of HRM- Job design-Job Analysis –Job description – Job specification- Identification of research areas.

UNIT II

Recruitment-Definitions-Objectives, Corporate Mission-Objectives-strategies, tactics and recruitment-Sources and Techniques of recruitment – E-recruitment. Selection, Placement and Induction- Human Resource Development: Conceptual Analysis - Identification of research areas.

UNIT III

Performance Appraisal-Methods-System- Counseling – Managerial appraisal. Employee training – Training methods- Training procedure- Evaluation of training Programme – career planning and development-Identification of research areas.

UNIT IV

Internal Mobility and External Mobility-Organizational change and development- Job Evaluation – Wage and salary administration- Fringe Benefits-Human Relations- Identification of research areas.

UNIT V

Globalization and Human Resource Management- Introduction- Impact on employment , Human Resource Development, Wages and Benefits, Trade Unions, Collective Bargaining, Participative Management and Quality Circles. Total Quality and Human Resource Management- Identification of research areas.

SUGGESTED READINGS:

1. Gupta C.B (2007). Human Resource Management. Sultan Chand and Sons, New Delhi
2. Prasad L.M (2000). Human Resource Management. Sultan Chand and Sons, New Delhi.
3. Memoria C.P (2004). Personnel Management. Sultan Chand and Sons, New Delhi
4. SubbaRao (2006). Essentials of HRM and Industrial Relation. Himalaya Publishing House, Mumbai.
5. Tripathi P.C (2000). Personnel Management. Sultan Chand and Sons, New Delhi.