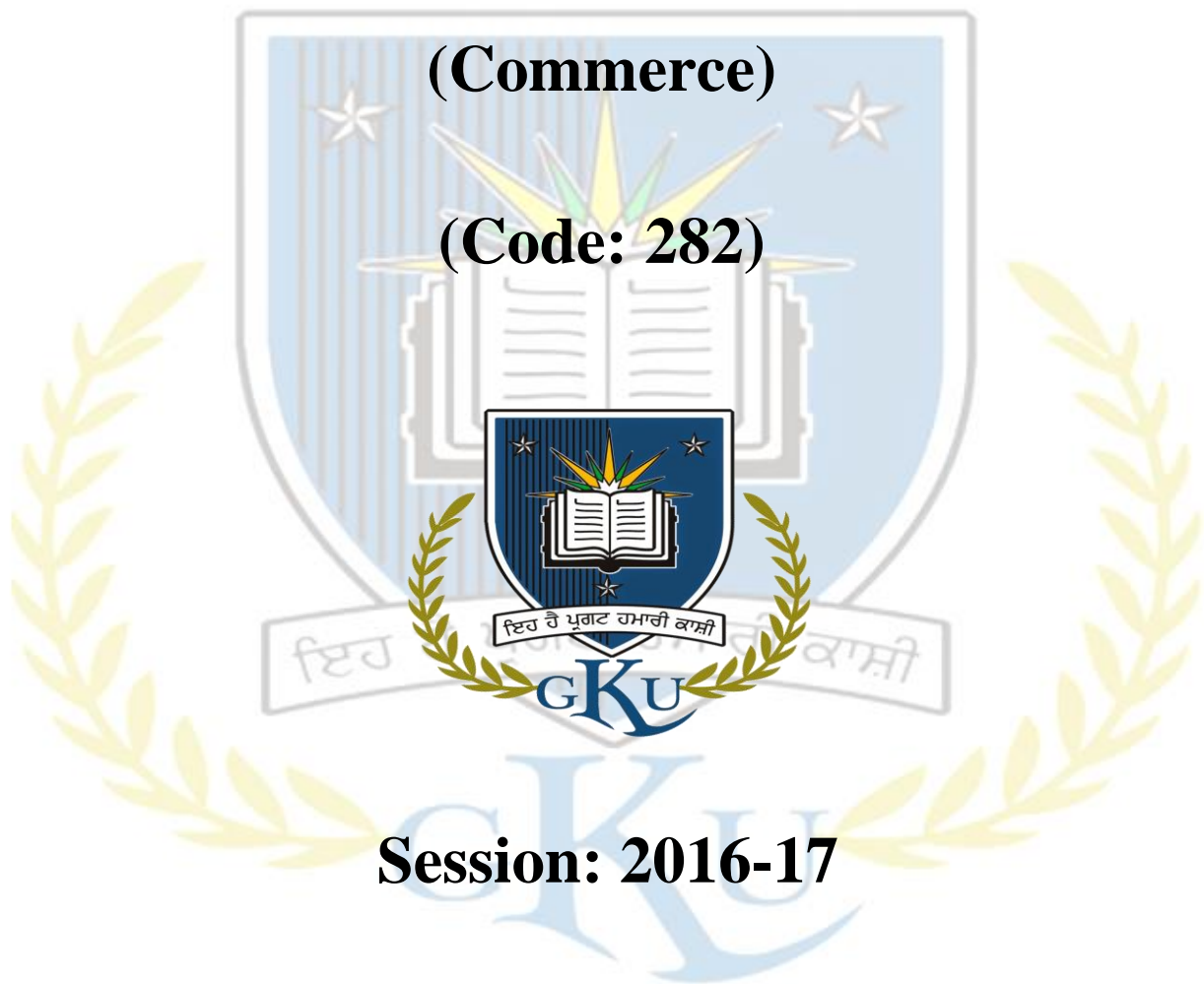


Program Syllabus Booklet

Doctor of Philosophy

(Commerce)

(Code: 282)



Session: 2016-17

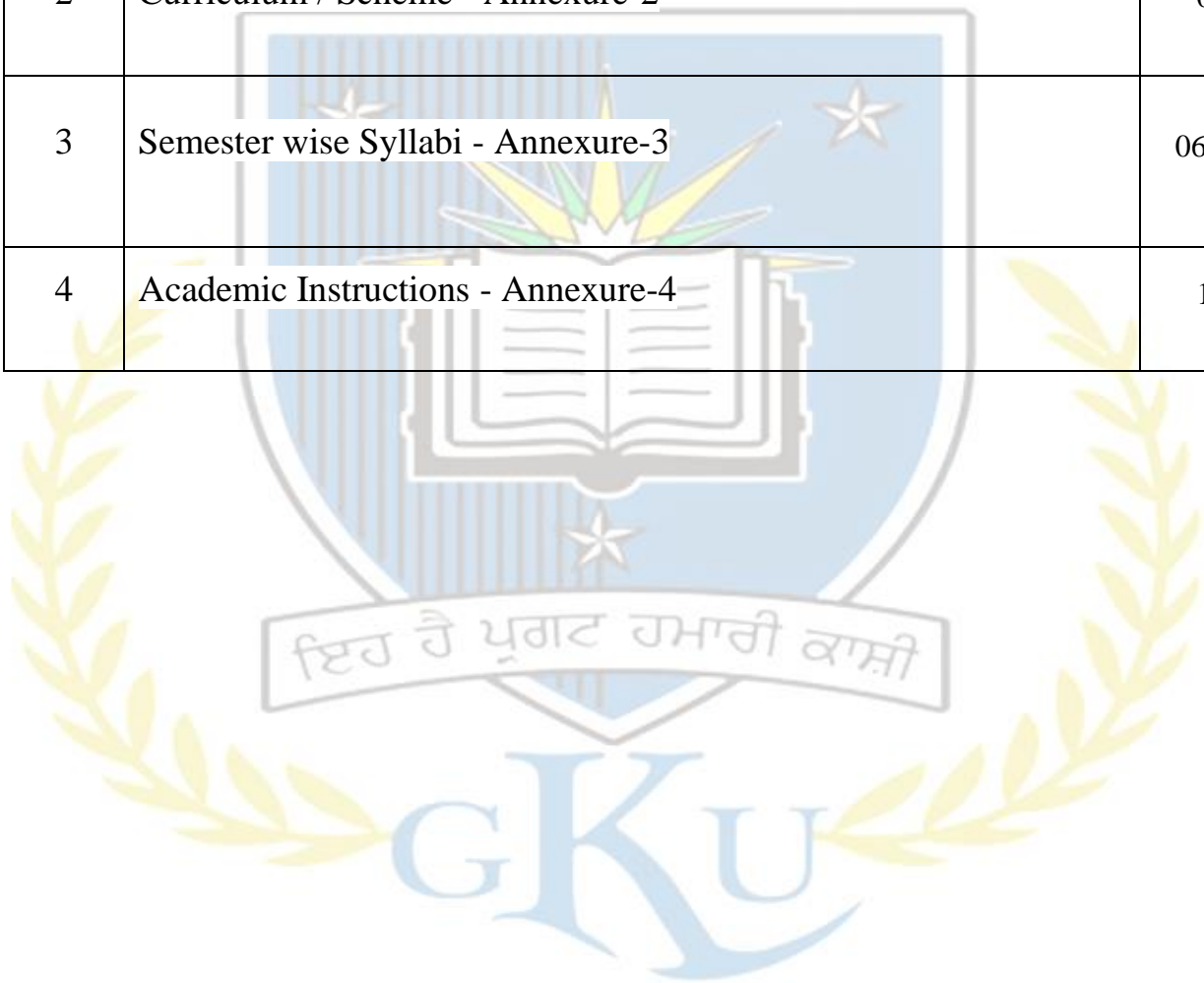
**University College of Commerce and
Management
Guru Kashi University**

Talwandi Sabo



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Annexure -1

Doctor of Philosophy (Commerce)

Doctor of Philosophy (Ph.D.) in commerce combines elements of accountancy, finance, marketing, organizational studies and economics. This program develops a deep and broad understanding of the fundamentals and thorough knowledge in the field chosen through courses and self-study. It is an opportunity to become an expert in your chosen topic and to contribute to knowledge both academically and practically. It improves your prospects of highly-paid employment and opens up a wide range of opportunities. Not only this, but the candidate will also get easily employed as faculty members in any renowned college or university. It commands higher rewards and respect, widens your network and opportunities in the business. This program emphasizes the research and creates new findings in the world of commerce. The PhD is a research-based course, which makes the course very detailed and in-depth. The students are expected to work on independent research projects when undertaking this course.





Annexure -2

Study Scheme										
Sr .	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	180101	Research Methodology	T	4	0	0	4	50	50	100
2	282101	Recent Advances in Commerce	T	4	0	0	4	50	50	100
3	282102	Seminar	NA	N A	N A	N A	2	100	NA	100
Total No. of Credits				10						

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GKU

Course Name: Research Methodology

Course Code: 180101

Semester: 1st

L T P

Credits: 04

4 0 0

Course Contents

1) Research

Objectives of Research, Research types, Research methodology, Research process – Flow chart, description of various steps, Selection of research problem

2) Research Design

Meaning, Objectives and Strategies of research, different research designs, important experimental designs, completely randomized, randomized block, Latin Square, Factorial experimental design.

3) Methods of Data Collection and Presentation:

Types of data collection and classification, Observation method, Interview Method, Collection of data through Questionnaires, Schedules

4) Probability Distributions

Discrete and Continuous probability distributions, Binomial, Poisson, Exponential, Normal, Frequency distribution, Cumulative Frequency distribution, Relative Frequency distribution.

5) Sampling Methods:

Different methods of Sampling : Probability Sampling methods , Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling and Multistage Sampling.

Non probability Sampling methods, Sample size

6) Testing of Hypotheses

Testing of Hypotheses concerning mean(s), Testing of Hypotheses concerning proportion (s), Testing of Hypotheses concerning variance(s)

Parametric tests (t, z and F) , Chi Square test.

7) Analysis of Data:

Statistical measures and their significance: Central tendencies, variation, skewness, Kurtosis.

Analysis of Variance, One - way ANOVA

Correlation and Regression, Multiple Regression, Time series analysis, Factor Analysis, Centroid method

Computer simulations using MATLAB / SPSS

8) Report writing and Presentation:

Types of reports, Report Format – Cover page, Introductory page, Text, Bibliography, Appendices, Typing instructions, Oral Presentation.

References:

- Montgomery, D. C. (2017). *Design and analysis of experiments*. John wiley & sons.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International. New Delhi
- Krishnaswamy, K., Sivakumar, A., & Mathirajan, M. (2006). *Research Methodology- integration of Principles, Methods and Techniques*.
- Chawla, D., & Sodhi, N. (2011). *Research methodology: Concepts and cases*. Vikas Publishing House.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: Mcgraw-hill.
- Gupta, S. P. (2001). *Statistical Methods*, sultan Chand and sons. *New Delhi, 42*.

Websites links

- <https://library.sacredheart.edu/c.php?g=29803&p=185902>
- <http://www.mgcub.ac.in/pdf/material/20200412163718c034959fb5.pdf>
- <https://www.nedarc.org/statisticalHelp/advancedStatisticalTopics/hypothesisTesting.ht ml>
- <http://web.cjcu.edu.tw/~jdwu/biostat01/lect004.pdf>

Course Name: Recent Advances in Commerce

Course Code: 282101

Semester: 1st

L T P

Credits: 05

4 0 0

Course Contents

Course Contents

Unit I

Basic concepts of management: Definition, Need and Scope, Different schools of Management thought, Behavioural, Scientific, Systems, and Contingency Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo

Unit II

Planning– Concept, Nature, Importance, Steps, Limitations, Management by objectives
Organizing - Concept, Nature, Importance, Principles, Centralization, Decentralization,
Organization Structures- Line and Staff Authority, Functional, Product, Matrix, Geographical, Customer, New Forms of Organization, Virtual, Organizations as Networks, Types of Network Organizations/Clusters, Self Organizing Systems. Organizational Designs for Change and Innovation, Designing Principles for New Forms of Organizations

Staffing - Concept, Nature, Importance, Steps, Concept of knowledge worker.

Directing – Concept, Nature, Importance.

Controlling - Concept, Nature, Importance, Process of controlling, Control techniques

Unit III

Theories of Group Formation, Formal and Informal Groups and their interaction, Importance of teams, Formation of teams, Team Work, Leading the team, Team Meeting, Conflict Management, Traditional vis-à-vis Modern view of conflict, Conflict Process, Strategies for resolving destructive conflict, Stress management, employee welfare, energy management and energy audit.

Unit IV

Decision making: Concept, Nature, Importance, and Process. Types of decisions, Problems in decision making.**Modern approaches to management:** Concept of Knowledge management, change management, technology management, supply chain management, introduction to Intellectual Property Rights (IPR) and cyber laws, process and project quality standards – six sigma, CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations

Unit V

Contemporary Issues: Social Responsibility & Ethics, Globalization & Management Inventing & Reinventing Organizations, Culture & Multiculturalism, Managing Organizational Change & Innovation

References:

- Horngren, C. T., & Srikant, M. Data, and George Foster. 2002. *Cost Accounting: A Managerial Emphasis*.
- Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2005). *Financial and managerial accounting*. China Machine Press..
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- V.S. Ramaswamy., & S. Namakumari, *Marketing Management, Planning, Implementation and Control*, Macmillan.
- RS, R. K., & Atkinson, A. A. (1989). *Advanced management accounting*. Prentice-Hall Inc.

Websites links:

- https://www.researchgate.net/publication/329758697_Cost-Volume-Profit_Analysis_Chapter_3
- <https://www.mreza-mira.net/wp-content/uploads/Marketing-Insights-from-A-to-Z.pdf>

Course Name: Seminar

Course Code: 282102

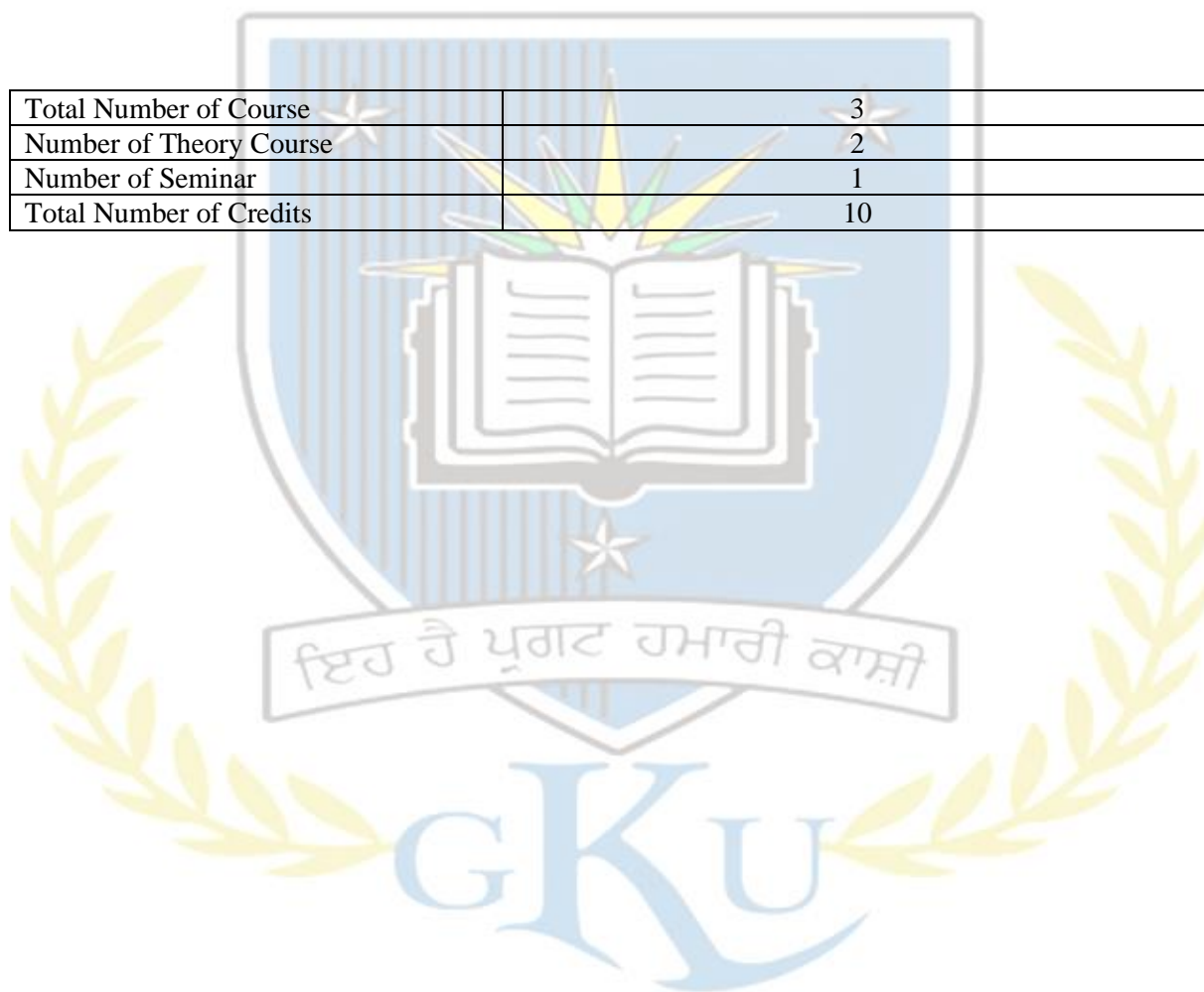
Semester: 2nd

Total Credits: 02

L T P

NA

Total Number of Course	3
Number of Theory Course	2
Number of Seminar	1
Total Number of Credits	10



ACADEMIC INSTRUCTIONS

Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

Assessment of a course

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

Components	Attendance	Internal (50)				MST1	MST2	External (50) ETE	Total
		Assignment							
		A1	A2	A3					
Weightage	10	10	10	10	30	30	50		
Average Weightage	10	10			30		50	100	

Passing Criteria

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.