



MAHATMA GANDHI CENTRAL UNIVERSITY

[Established under the Central Universities (Amendment) Act 2014]

PO Box: 1, Motihari, District: East Champaran – 845 401 (Bihar)

www.mgcub.ac.in

Department of Commerce Ph.D Programme

1. Objectives:

The Programme covers a variety of commerce related areas leading to the award of Ph.D. degree. The main objectives are:

- ✓ To provide facilities for higher studies and advanced research in areas relating to Finance & Accounting, Marketing, HRM, International Business etc.
- ✓ To encourage and facilitate research on contemporary issues in the field of above mentioned areas; and
- ✓ To encourage publication of research papers in academic journals, occasional papers and monographs, books and other referred forums and also to encourage presentation of research papers in conferences and seminars.

2. Registration & Fee:

As per Department/ University notifications from time to time.

3. **Duration of the Ph.D Programme:** As per MGCUB Ph.D Ordinance and the stages of the programme would be as follows:

Stage	Stage of Research	Timeline
Stage I	Course Work	Six Months (during Semester I)
Stage II	Approval of topic, Synopsis submission & Allocation of Supervisor	As per MGCUB Ph.D ordinance
Stage III	Progress report & Thesis Writing	As per MGCUB Ph.D ordinance
Stage IV	Publication & Presentation	As per MGCUB Ph.D ordinance
Stage V	Pre-submission Seminar	As per MGCUB Ph.D ordinance
Stage VI	Submission of Thesis	As per MGCUB Ph.D ordinance
Stage VII	Evaluation and Viva-Voce	As per MGCUB Ph.D ordinance

4. Stage I: Course Work:

- i. The duration of Coursework is **SIX** month, spread over one semester.
- ii. Course work is compulsory for all the Ph.D scholars. However, an exemption may be given to those already holding M.Phil degree from any recognized Indian University.
- iii. Qualifying percentage, attendance and other process as per MGCUB Ph.D ordinance.

5. Pre-Ph.D. Course Work Structure:

SEMESTER - I

Sl. No.	Course Title	Credit	End Semester Examination Marks
CMRC6101	ADVANCED RESEARCH METHODOLOGY	THREE (3)	100
CMRC6102	SEMINAR & TERM PAPER	FOUR (4 = 2+2)	100
CMRC6103	VALUES AND ETHICS IN RESEARCH	FOUR (4)	100
	OPTIONAL PAPER:		100
CMRC6106	1. CONTEMPORARY ISSUES IN ACCOUNTING & FINANCE	FOUR (4)	
CMRC6107	2. CONTEMPORARY ISSUES IN HRM		
CMRC6108	3. CONTEMPORARY ISSUES IN MARKETING MANAGEMENT		
CMRC6109	4. CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS		
TOTAL CREDIT		FIFTEEN (15)	400



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Syllabus of Pre-Ph.D Course Work in Commerce

Course Code: CMRC6101

Course Name: ADVANCED RESEARCH METHODOLOGY

Credits Equivalent: 3 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives: To familiarize the students with conceptual and application aspects of various research tools and methods.

Course Contents

- Unit 1** (10 Lectures)
Meaning, Concept & types of research –Importance &Significance of research -Measurement & Basic Scaling Techniques - Types of data& Methods of collection of data
- Unit 2** (10 Lectures)
Identification & formulation of Research problem - Hypothesis formulation& testing – Difference between objective & hypothesis – Overview of sampling
- Unit 3** (10 Lectures)
Data Analysis & technique – Measure of Central tendency – Correlation & Regression analysis – Distributed lag models – Panel data regression model – Time series econometrics
- Unit 4** (10 Lectures)
Computer application (Word, Excell, Power Point etc) for research work - Practical Application of statistical software (Eviews & SPSS) for econometric analysis
- Unit 5** (10 Lectures)
Structure of report writing - Presentation of tables & figures –Use of footnote & endnote – Appendices & Indexing – Bibliography – Style of referencing – Evaluating the final draft

Suggested Readings:

1. Donald R.Cooper, Pamela S.Schindler.*Business Research Methods*, Tata McGraw Hill Publishing 2009
2. Dipak Kumar Bhattacharyya . *Research Methodology* Excel Book 2006
3. Krishnaswamy, Sivakumar, M. *Management Research Methodology*. Pearson, 2009
4. Murthy .*Business Research Methods for Business*. Excel Books 2008
5. Bhattacharya.*Research Methodology*. Excel Books, 2009
6. Hair et.al. *Multivariate Data Analysis*, Pearson Education
7. Kothari. C.R. *Research Methodology*, New age Int. Publications
8. Gujrathi, Porter & Gunasekar. *Basic Econometrics*, Mc Graw Hill
9. Maddla, G. S. and LAhiri, K. *Introduction to Econometrics*, Wiley Publication
10. Peijie Wang . *Financial Econometrics*, Routledge, London

Course Code: CMRC6102

Course Name: SEMINAR & TERM PAPER

Credits Equivalent: 2 + 2 = 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives:

- How to formulate a viable research proposal?
- To develop analytical skills among the business students.
- To Develop the presentation skills in a seminar/ class.
- How to write a research paper?
- How to write a research dissertation?

Monthly Assignments: (40%) Each student will be given assignment on the subject relating to major area of study. Each student is expected to work individually on the research assignments to be evaluated by the department.

Research Paper Writing, Research Proposal & Presentation: (40%) This is the main requirement of the course. This paper will serve as an important requirement as to how to design a research paper, research proposal and project. For those who plan to conduct research, this paper should form the basis of their research dissertation proposal and final dissertation. The student should submit one term paper having minimum 5,000 words on their specialized area of research. The student should present departmental seminars through power point on their areas of research.

Class Participation :(20%) Student will be expected to attend all seminars and contribute to class participation and discussions. Seminars topic shall be decided in consultation with the chief advisor.

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Course Code: CMRC6103

Course Title: VALUES AND ETHICS IN RESEARCH

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objective: To sensitise research scholars about good practices research practices.

Course Contents

Unit 1: Philosophy, Values and Ethics (6 Lectures)

Introduction to philosophy: definition, nature and scope, concept, branches
Values and Ethics: definition, moral philosophy, nature of moral judgments and reactions

Unit 2: Scientific Conduct (5 Lectures)

Values and Ethics with respect to science and research
Intellectual honesty and research integrity
Redundant publications: duplicate and overlapping publications, salami slicing
Selective reporting and misrepresentation of data

Unit 3: Publication Ethics and Values (10 Lectures)

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
Subject specific ethical issues, FFP, authorship
Conflicts of interest
Complaints and appeals: examples and fraud from India and abroad
Use of plagiarism software like Turnitin, Urkund and other open source software tools

Unit 4: Open Access Publishing (7 Lectures)

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

Unit 5: Database and Research Metrics

A. Database (4 Lectures)

Indexing database
Citation database: Web of science, Scopus etc.

B. Research Metrics (3 Lectures)

Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
Metrics: h-index, g index, i10 index, i20 index, alt-metrics

SEM - I

OPTIONAL PAPER:

Course Code: CMRC6106

Course Title: CONTEMPORARY ISSUES IN ACCOUNTING & FINANCE

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives: The objective of this course is to acquaint the students with the advanced knowledge of finance and accounting function. This course also highlights the emerging issues of corporate restructuring and contemporary accounting.

Course Contents

Unit 1: Emerging Trends in Financial Markets (10 Lectures)

An Overview of Global Financial environment, Capital Market and Money Market., Sub-prime crisis-Reasons, impact, remedies and lessons to be learnt.

Unit 2: Issues in Corporate Restructuring (10 Lectures)

Need, Methods of restructuring, Mergers and Acquisitions, Divestiture, Contracting Out, Outright Sale, Disinvestments, Leveraged buyout
Behavioral finance, Micro Financing in India; Financial inclusion and role of banks.

Unit 3: Financial Risk Management (10 Lectures)

Rationale, Significance, types of financial risks. Role of derivatives in managing financial risk

Unit 4: Contemporary Accounting (10 Lectures)

Human Resource Accounting, Environment Accounting, Social Accounting and Forensic Accounting.

Unit 5: Financial Reporting (10 Lectures)

Indian GAAP, An overview of International Financial Reporting Standards, Convergence of Accounting Standards and IFRSs. Need for online reporting. Balanced Score Card as Performance Measurement Tool.

Suggested readings

1. J.J. Hamton, *Financial Decision Making: Concepts, Problems and Cases*, Prentice-Hall of India, New Delhi, 4th Edition.
2. Khan and Jain, *Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition.
3. Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 7th Edition.
4. Richard A. Brealey and Stewart C. Meyers, *Principles of Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
5. Cost and Management Accounting-Horngren

Note: Latest edition of the readings may be used.

OPTIONAL PAPER:

Course Code: CMRC6107

Course Title: CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMNT

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives: The objective of this course is to acquaint the scholars with the emerging issues of HRM areas.

Course Contents

Unit 1: An overview of Human Resource Management (10 Lectures)

Human Resource Management (HRM) and Functions, Concept of Human Resource Development, HRM in the Global Context, Human Resource Planning (HRP), process, and barriers, Factors affecting of HRP..

Unit 2: Analyzing Work and Designing Jobs (10 Lectures)

Induction, Placement, Socializing, Promotion and Succession Planning, Job Analysis, Job Evaluation and Job Description, Quality of Work Life.

Unit 3: Retention Strategies (10 Lectures)

Need for Retention, Causes of attrition, Work Life Balance, Managing Separations and Rightsizing, Downsizing, Managing Change in Organisations.

Unit 4: New Approaches in Performance Management (10 Lectures)

Rationale, Methods of Performance Appraisal and Potential Evaluation, 360, 720 & ISO

Unit 5: Ethics in Human Resource Management (10 Lectures)

Developing Values and Corporate Image, Work Ethics, Need and Implications of Ethics for Human Resource Management, Cross cultural issues in HRM..

Suggested Readings:

1. Buchana, David and Hucznski, Andrzej: *Organizational Behaviour*, Pearson Inc.
2. Etzioni, Amitai: *Modern organizational Behaviour*, PHI, New Delhi.
3. Francesco: *International Organisational Behaviour* – Pearson Education, New Delhi.
4. Hersy, Blanchard and Johnson: *Management of Organisational Behaviour*, PHI.
5. Kast and Rosenzweig: *Organisation and Management*: New York: MacGraw Hill Int.
6. Luthans, Fred: *Organisational Behaviour*, McGraw Hill Int, Boston.
7. Robbins, S P and Sanghi S: *Organisational Behaviour*, Pearson Education, New Delhi.
8. Aswathappa, K., *Organisational Behaviour*, Himalaya Publishing, Mumbai.
9. Bohlander: *Human Resource Management*, Thomson
10. Biswajeet Pattanayak : *Human Resource Management*, PHI
11. Srinivas K. R: *Human Resource Management in Practice*, PHI.
12. Mathis: *Human Resource Management*, Thomson
13. Sadri, Jayasree, Ajgaonkar, *Geometry of HR*, Himalaya
14. Subba Rao P. *Personnel and Human Resource Management*, Himalaya.
15. VSP Rao, *Human Resource Management*, Vikas

Note: Latest edition of the readings may be used.

OPTIONAL PAPER:

Course Code: CMRC6108

Course Title: CONTEMPORARY ISSUES IN MARKETING MANAGEMENT

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives: The objective of this course is to acquaint the scholars with the emerging issues in marketing areas.

Course Contents

Unit 1: Orientation of Modern Marketing and Analyzing Market Opportunities (10 Lectures)
Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Attitude Measurement, Nature of Attitudes and their Measurement.

Unit 2: Applied Marketing Research (10 Lectures)
Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Motivation Research.

Supply Chain Management: Components of SCM, Physical Distribution System; Distribution Channels, Types & Functions, Selection.

Unit 3: Retail Marketing (10 Lectures)
Forms of Retail organization – levels of organization. Retail Organization Structures; Demographic Analysis in Retailing - Age distribution population, Income Urbanization, shrinking household, working women, diversified minorities, concept of V_2 & V_3 .

Unit 4: Global Marketing (10 Lectures)
Rationale, India and World trade, Foreign Trade policy in Indian context, Constraints in Global marketing, Destination wise and Commodity Wise Trends; Outsourcing and its marketing Implications for home and host countries.

Unit 5: Emerging Issues in Marketing (10 Lectures)
Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing; Mergers and Acquisitions: Regulatory Framework, Marketing Issues and Relevance in 21st century business Enterprises

Suggested Readings:

1. Kotler, Philip: *Marketing Management*, Prentice Hall, New Delhi.
2. Stanton, Willam J. and Charles Futrell: *Fundamentals of Marketing*, McGraw Hill Publishing Co., New York.
3. Saxena, Rajan: *Marketing Management*, Tata McGraw Hill, New Delhi.
4. Ramswamy, V. S. and Namakumari, S, : *Marketing Management*, Mcmillan India, New Delhi.
5. Mamoria, C, B: *Principles and Practice of Marketing in India*, Kitab Mahal, Allahabad

Note: Latest edition of the readings may be used.

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OPTIONAL PAPER:

Course Code: CMRC6109

Course Title: CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures; 5 hours of practical / Tutorial / teacher-led activity and 15 hours of other workload such as Homework, library work etc.)

Course Objectives: The objective of this course is to acquaint the research scholars with the emerging issues in International business areas.

Course Contents

Unit – I International Business & Foreign Exchange

(10 Lectures)

EXIM Policy & Documentations - Foreign Exchange Management – FDI & Economic Growth - Exchange Rate Volatility – Trade Security – International Organization & Cooperation – Cross Cultural Management – Cross Border Trade & Regulation

Unit - II: Balance of Payments Adjustment Mechanism

(10 Lectures)

Adjustment mechanism, Adjustment of BOP under fixed and flexible exchange rates; Devaluation – Elasticity and Absorption approach; Different exchange rate regimes and their mechanism; BOP and economic policy; Internal and external balance through exchange rate adjustment, monetary policy and fiscal policy.

Unit III: International Monetary System

(10 Lectures)

Evolution of monetary standard – Specific commodity standard, Classical gold standard; Interwar period; Bretton Woods system of exchange rate, collapse of fixed parity system, Smithsonian arrangement, the exchange rate regime since 1973 to present; Gold standard forms, rules, mechanism, advantages and disadvantages; IMF and international Liquidity and SDR.

Unit IV: Foreign Exchange Market

(10 Lectures)

Foreign exchange market – structure, functions, participants, trading and turnover; Major foreign exchange markets – spot, forward, futures, options and swaps; Quotations of exchange rates, spot and forward quote, cross rates; Nominal, real and effective exchange rates; Determination of exchange rate in spot and forward market – International Parity theories; Currency arbitrage, Covered and Uncovered interest rate arbitrage; Forward market hedging.

Unit V: Foreign Investments:

(10 Lectures)

Cross-border investment decisions; Financing decisions of MNCs; Various instruments ADR, IDR, GDR; International portfolio diversification, Foreign Trade Policy

Suggested Readings:

1. Apte,P.G.: *International Financial Management*, Tata McGraw Hill Education.
2. Soderstein, B.: *International Economics*, Macmillan
3. Siddaiah, T.: *International Financial Management*, Pearson
4. Dekaert, G.,Hodrick, R.G.: *International Financial Management*, PHI.
5. Sharan, V.: *International Financial Management*, Prentice Hall of India Pvt. Ltd., New Delhi
6. Yadav, S.S., Jain, P.K., Peyrard, M.: *Foreign Exchange Markets – Understanding Derivatives and Other Instruments*, Macmillan.
7. Avadhani, V.A.: *International Finance: Theory and Practice*, Himalaya Publishing House, Mumbai.