

**DEPARTMENT OF COMMERCE**  
**CENTRAL UNIVERSITY OF HARYANA**

**Syllabus**

**Ph. D. (Commerce) One Semester Course-Work**  
(w.e.f. Academic Year 2017-18)



**List of Courses:**

S. No.	Course Code	Course Title	L	T	P	Credit
1.	SLM COM 02 01 01 C 5106	Research Methodology	5	1	0	6
2.	SLM COM 02 01 02 C 5106	Contemporary Issues in Commerce and Business	5	1	0	6

## **COURSE CONTENTS:**

**Course- RESEARCH METHODOLOGY**

**Course Code: SLM COM 02 01 01 C 5106**

**Credits: 6**

**Objective:** *To get the researcher acquainted with the tools and techniques of research methodology for analysing the problems in business decision-making.*

### **Course Contents:**

#### **Unit-I**

**Introduction:** Foundations of Philosophy in Business Research- Epistemology, Positivism, Empiricism, Interpretivism; Objectives and Scope of business research; Types of research; Research Process; Research Methods and Methodology; Changing Environment of Business and Business Research. Theory Building: Theory and its goals, Research concepts, Constructs, Propositions, Variables and hypotheses; Theory- building (Inductive and Deductive); The Scientific methods.

#### **Unit-II**

**Research Process:** The Problem- Definition process, determining the relevant variables and Setting of research objectives, questions and hypothesis; Process of qualitative research and quantitative research.

#### **Unit-III**

**Research Methods for Collecting Data:** Secondary data collection: Sources of data, collecting and collating data, model- building. Primary data collection: Survey Methods- Target population, Sampling Units, Sample Size; Designing the data- collection instruments (Questionnaire- Structured/ Unstructured, Disguised/ Undisguised); Method of Questionnaire pilot-testing; Sampling Framework for Data collection- Method (Sampling Techniques- Probability Sampling and Non- Probability sampling, Measuring different errors; Observation Method; Experimental Research.



#### Unit- IV

**Measurement and Scaling Concepts:** Concept, Operational definition of concepts, Scale measurements, measuring quality of measurements (Reliability, Validity and Sensitivity); Attitude measurements- techniques of measuring attitude w.r.t. a specific concept.

Data analysis and Presentation: Data Coding, Data editing, Tabulation; Descriptive analysis (Measures of Central Tendency, Measures of Dispersion, Measures of Skewness, Measure of Kurtosis); Testing of Hypothesis- One and Two- tailed tests, Type- I & Type- II errors, Confidence level, Power of Test, Degree of Freedom; Parametric Tests- Large and Small Sample tests, Z-test, t-test, Chi-square test and ANOVA; Non-Parametric Tests- Sign Test, Wald-Walfowitz Run Test, Wilcoxon Matched Pairs Test, Mann-Whitney-Wilcoxon Test and Kruskal-Walis Test; Correlation and Regression analysis; Multivariate analysis- Principal component analysis, Factor Analysis, Confirmatory Factor analysis, Cluster analysis, Discriminant analysis.

Pre-requisite to the analysis in the working with following softwares- Spreadsheets, IBM Modular, E-Views, Nvivo, Menedely.

#### Unit- V:

**Research Report Writing:** Types of research reports; Prerequisites for research report; Report format and preparation; Referencing styles: APA style, MLA style, Chicago style, Harvard style; Bibliography and Appendices.

Ethics and Business Research: Issue of plagiarism ('TURNITIN' and 'URKUND'); Problems & Challenges before researchers in India.

#### Practical (Computer Lab Work)

- Application of MS- Excel in data analysis
- Application of SPSS in Business Research
- Basics of latest computer software in research

#### Suggested Readings:

1. Donald R. Cooper, Pamela S. Schindler, and JK Sharma, *Business Research Methods*, Tata McGraw Hill.
2. Naresh K. Malhotra and Satyabhushan Dash, *Marketing Research: An Applied Orientation*, New Delhi: Pearson Education.



3. Saunders, M., Lewis, P. & Thornhill, A., *Research Methods for Business Students*, Pearson Education.
4. Shailaja Rego and T.N. Srivastava, *Business Research Methodology*, Tata McGraw Hill.
5. Uma Sekaran, and Roger Bougie, *Research Methods for Business. A Skill Building Approach*, Wiley India.
6. William J. Zikmund, BJ Babin, JCCarr and Mitch Giffin, *Business Research Methods: A South Asian Perspective*, Cengage Learning.

**Note:** Latest edition of the readings may be used.

### **Course- CONTEMPORARY ISSUES IN COMMERCE AND BUSINESS**

**Course Code:** SLM COM 02 01 02 C 5106

**Credits:** 6

**Objective:** *To impart focused and relevant knowledge about the theoretical and empirical developments in the different issues in the field of commerce and business.*

#### **Course Contents:**

##### **Unit- I**

**Finance:** Foreign Direct Investment and Economic Growth; Financial Inclusion; Behavioural Finance; Indian Securities Market; Corporate Restructuring; Derivatives Market; Financial Crisis; Market Integration; Goods & Services Tax in India.

##### **Unit- II**

**Accounting:** Standard- Setting Process: Various issues; Accounting Policy in an Efficient Market; Corporate financial Reporting disclosure; Indian and International Accounting Standards; IFRS Implementation and Challenges in India; Contemporary issues in Merger & Acquisition; Inflation Accounting; Human Resource Accounting; Accounting in Developed and Developing Countries.

##### **Unit- III**

**Marketing:** Customer Value & Customer Satisfaction; E- Marketing & Consumer Behaviour; Issues in CRM; Service Quality; Green Marketing; Social Marketing; Review of Research in Marketing Ethics; Contemporary issues in International Marketing.



#### Unit- IV

**Organisational Behaviour and Human Resource Management:** Organisational response towards managing workforce diversity; Trends in Appraisal system; Employee Engagement; Stress Management; Work attitude and its management; Impact of workforce demography on the organisation; Power & Politics in organisation.

#### Unit- IV

**Corporate Governance, Social Responsibility and Business Ethics:** Corporate Governance; Corporate Governance and role of Independent Directors, Emerging issues in corporate governance; CSR and corporate governance; Social Responsibility of business; CSR and Business Ethics, CSR through Triple Bottom Line, Environmental Issues and Concerns in Business.

#### Suggested Readings:

1. Adrian Cadbury, *Corporate Governance and chairmanship: A personal View*, Oxford University Press, UK.
2. DeCenzo, D.A., S.P. Robbins & Susan, L. Verhulst, *Fundamentals of Human Resource Management*, Pearson Education.
3. Fernando, A.C., *Corporate Governance Principles, Policies and Practices*, Pearson Education in South Asia, New Delhi.
4. Gary Dessler & Biju Varkhay, *Human Resource Management*, Pearson Education.
5. Haynes Kathryn, Murray Alan & Dillarel Jesse, *Corporate Social Responsibility*, Routledge.
6. James C. Van Horne and John Wachowicz Jr., *Fundamentals of Financial Management*, Pearson Education.
7. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press.
8. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, *Marketing Management: A South Asian Perspective*, Pearson.
9. Robert N. Anthony, David F. Hawkins, and Kenneth A. Merchant, *Accounting: Text and Cases*, McGraw Hill, New Delhi.
10. Stephens P Robbins, Timothy Gndge & Niharika Vohra, *Organisational Behaviour*, Pearson Education.

**Note:** Apart from above, the students are suggested to read those research papers and readings announced by a faculty from time to time.  
Latest edition of the readings may be used.