

Department of Commerce, NBU.

Ph.D. Syllabus

Paper: Ph. D-I

Research Methodology, Quantitative Techniques & Computer Application 4 Credits

Group A (Credit 1 ½)

Unit I: Introduction to Research Methodology:

Meaning and importance of Research, objectives of Research, significance of Research Types of Research, – Selection and formulation of Research Problem, Qualitative and Quantitative Research, Review of Literature, Research Design – Historical Research Design, Exploratory, Descriptive and Casual Research Experimental Research. Research Process, Criteria of Good Research, Experimental Research Design: Data Sourcing, Ethics in Research.

Unit II: Methods of Data Collection:

Collection of Primary Data, Collection of Data through Questionnaires, Collection of data through Personal interview, Four Group Interview, Telephonic interview, Mail Survey, Collection of data through Schedules, Difference between Questionnaire and Schedules, Some other methods of Data Collection, Editing of primary data, Collection of Secondary Data, Selection of appropriate methods of data Collection, case study method, guidelines of constructing Questionnaire / Schedule, Guidelines for successful interviewing, difference between survey and experiment, Presentation of Data.

Unit III: Organization of Research Report- Types of Reports e.g., Decision – Oriented (Technical) Report, Survey – based Research Report, Algorithmic Research Report, Structure and Components of Reports – Contents, Bibliography, Appendices, Style Manuals – APA style, MLA style, ASA style, The Chicago Manual of style etc., Preparation of project proposal – Title, Abstract, Introduction, objectives, methodology – Time frame and work plan – Budget and justification – References.

Group B (Credit 2)

Unit I: Fundamental Methods of Empirical Analysis: Concepts of Sampling & Hypothesis Testing.

Unit II: Parametric and Non-parametric tests: Model Specification, Types of Specification Error; Consequences of Specification Error; Test for Specification; Goodness of fit; Methods of model specification: Data mining. OLS, Multivariate Regression Model; Regression with Dummy variable; heteroskedasticity, Multicollinearity.

Unit III: Advanced Methods of Empirical Analysis: Factor Analysis; Multidimensional Scaling; Structural Equation model, Data Envelope Analysis.

Unit IV: Panel Data Regression Model: Reasons for using Panel Data, Examples of Panel; Methods of Estimation, The Fixed Effects Approach and Random Effect Approach.

Group C (Credit ½)

Reference:

1. Hair, Anderson & Others: Multivariate Data Analysis, PHI
2. Koutsoyannis A: Theory of Econometrics, ELBS
3. Kendal and Stuart: Advanced Theory of Statistics, PHI
4. Conover W.J: Practical Non-Parametric Statistics, John Willey
5. Gupta SC: Fundamentals of Statistics, Hamalaya Publishing House
6. Box. Jenkin & Reinsl: Time Series Analysis, Pearson
7. J. Johnston Econometric methods
8. D.N. Gujrati and Sangeetha Basic Econometrics
9. R. Ramanathan An Introduction to Data Envelopment Analysis
10. Kothari Research Methodology
11. Brooks Chris: Introductory Econometrics for Finance, Cambridge University Press

Advanced Human Resource Management (HRM) 2 Credits

Unit I :

- a. The Strategic dimensions of human resource management.
- b. HRM in an organizational context.

Unit II : a. Developing human resources.

- b. Rewarding people at work.
- c. Utilizing human resources in organizations.

Unit III:

- a. Managing performance and absence.
- b. Employment relations.
- c. Managing grievances, discipline and work place conflict.

Unit IV:

- a. Ethics and HRM.
- b. International HRM.

References-

1. Human Resource Management by Garry Dessler (Pearson)
2. Organizational Behavior by Stephen P. Robbins (Pearson)
3. Human Resource Management by Sarah Gilmore and Steve Williams (Oxford)
4. Pshychology by Robert A. Baron

Review of Literature 2 Credits

Paper: Ph. D-A2

Efficiency Measurements Studies 2 Credits

Unit I : Various Concepts of Efficiency : Allocative Efficiency, Scale Efficiency, Scope Efficiency, Technical Efficiency and X-Efficiency.

Unit II : Model Specification: Available Models in the Literature: DEA and EFA, Applications of Various Models, Alternative Sets of Variables in the Literature.

Unit III : Econometric Frontier Approach : Alternative forms of relationship: Cobb-Douglas, CES, Translog and Fourier Flexible, Methods of Estimation.

Unit IV : Data Envelop Analysis: Graphical description of the frontier analysis : Mathematical programming aspects of DEA- general form of CCR DEA models; Dual DEA models and its comparison with the primal.

Reference

- i. J. Johnston, Econometric methods
- ii. D.N. Gujrati and Sangeetha, Basic Econometrics
- iii. R. Ramanathan, An Introduction to Data Envelopment Analysis.

Review of Literature 2 Credits

Paper: Ph.D-A3

Financial Systems: 2 Credits

Unit I : Indian Financial System: An overview

Unit II: Indian Financial System : Recent Developments.

Unit III : Financial Markets : Capital Market- Money Market, Forex Market- recent developments

Unit IV : Integration of Financial Markets: International and Domestic Integration- recent Developments

References-

1. Frederic S. Mishkin: The Economics of Money, Banking and Financial Markets; Addison-Wesley, New York.
2. L.M. Bhole and J. Mahakud : Financial Institution and Markets: Tata Mc Grow Hill, New Delhi
3. P.G. Apte: International Financial Management; Tata McGrow Hill, New Delhi
4. Pilbeam Keith: International Finance; Mc Millan Press, Hongkong.

Review of Literature 2 Credits

Unit I: Meaning of Industrial Relations, Objectives, Industrial Unrest, Industrial Peace, Importance of Industrial Discipline, Different Parties attached to Industrial Relations.

Grievance Handling and Counseling: Meaning of Grievance, Nature of Grievance, Sources of Grievance, Essentials of a good Grievance Procedure, Employee Counseling, Functions of Counseling, Different Types of Counseling, Cooperative Counseling, Counseling in Industry

Unit II: Trade Unionism: Challenges before Indian Trade Unions in this 21st Century, Changing dimensions of trade unionism in India, Changing role of trade unions in India, dynamic structures of Indian Trade Unions, Recent problems faced by Indian Trade Unions, Prospects of Indian Trade Union Movements.

Collective Bargaining: Changing nature of Indian Collective Bargaining, Functions of Collective Bargaining, and Recent Procedure followed in Indian Collective Bargaining, Prerequisites of Effective Collective Bargaining, and Collective Bargaining in India in this 21st Century.

Unit III: Workers' Participation in Management: Changing Dimensions of Workers' Participation in Management, Forms of Workers' Participation in Management in this Century, Obstacles in the smooth participation of workers' in the decision making process, how to bring confidence for getting highest level of motivation from the workers in this 21st Century.

Unit IV: Job Satisfaction and Motivation: Concept of job satisfaction in this 21st Century, How Job satisfaction is related to Motivation of Employees, Dissatisfaction of Employees, how to hold the satisfaction level to its highest extent, Different ways of motivation People at their work place, Role of Modern Managers in this regard.

References:

Marchington, M. , Managing Industrial Relations, Mcgraw Hill,

Monappa, A, Industrial Relations, Tata Mc Graw Hill, New Delhi,

Ramaswamy, E.A.,Managing Human Resources, Oxford University Press, New Delhi

Nair, N.G., & Nair, L, Personnel Management & Industrial Relations, S.Chand, New Delhi

Davar, R.S., Personnel Management & Industrial Relations, Vikas Publishing House,New Delhi

Advanced Organisational Behaviour 2 Credits

Unit I: Managing Organizational Behaviour: Emerging Issues in Organizational Behaviour, Diversity in India, A Framework, Managing Organizational Misbehaviour, Concept of Personality, Is Personality Real? The Person Situation Controversy, Psychological Contract, Consensus between Ability and Aptitude, Approaches to Understanding Personality Traits and Dimensions, Different Psychological Types and Cognitive Styles, The Various Processes of Perception, Concept of Perceptual Organization, Perceptual interpretation, Attribution Process, Comparing Perception with Others. Understanding Attitudes and Values, Work Attitudes, Beliefs, Trust, Relationship between Attitudes and Values

Unit II: Decision Making and Problem Solving, Three Phases of Decision-making Process, types of Managerial Decisions, Decision Making Under Different States of Nature, Modern Models of Decision-making Process, Various Modern Techniques used in different steps in Decision –Making, evaluation of alternatives, effective evaluation of alternatives, selection of an alternative, implementation of decisions, individual vs. group decision making, the challenges faced in team decision making at modern times, errors in decision making, overcoming barriers to effective decision making, ethical decision making, Modern Career Management, Stages in person's Career, Individual Differences Model: Career Anchors, Implications of Career Anchor Model, Career Patterns, Multiple Career Concept Model, Career Development, Process and Concept, Gender issues in Management, Assumptions of Differences based on Gender, Dimensions of Roles and Associated Barriers, Women in Corporate, Barriers for Women in Corporate, Modern research works

Unit III: Organisational Change: Concepts and Models: Introduction, Conceptual framework, types of organizational change, models of organizational change, Kurt Lewin's Three Stage process of change, Kotter's Eight Step model of change, Marvin Weisbord's Six Box model, Model of Change by Dolan, Gracia, Diengoli and Auerbach

Unit IV: Stress Management and Work life Balance: Different Occupational Stress, Measurement of Stress, Recent Studies

References:

1. Buchanan, D and Huczynski, A., (1991) Organisational Behaviour, Prentice Hall
2. Cummings, T.G. and Huse, E.F. (1985), Organization Development and Change, Third Edition, West Publishing Company, Minnesota
3. French, W. and Bell, C. (1999), Organization Development, Prentice Hall, New Jersey (p.2)
4. Jones, G.R. (2004), Organization Theory, Design and Change, New York, Addison-Wesley Publishing Company

Theoretical Foundation

Unit I :

- i. Shareholders Value Creation: EVA and Market Value Addition
- ii. Agency Theory, Managerial Options and Investment Options
- iii. Mergers and Acquisitions: Theory and Developments
- iv. Financial Strategy, Financial Options

Unit II:

- i. Indian Securities Market, Commodity Market and Derivative Market
- ii. Capital Market Theory and Efficient Market Hypothesis
- iii. Valuation and Capital Structure
- iv. Interaction of Financing, Investment and Dividend Policies

Unit III:

Tools and Methodology of Financial Research
Mathematics of Financial Analysis: Application of Algebra and Calculus
Time Series Data: cross-section and Panel Data

Unit IV:

Measuring Risk and Volatility
Cross-sectional Volatility, ARCH and GARCH
Multivariate Analysis:
Use of Metric and non-metric variables in empirical research
Factor Analysis, Discriminate Analysis,
Event Study:

References:

1. Lee, Lee and Lee: Financial Analysis, Planning and Forecasting; Cambridge University Press, New Delhi
2. Schwert and Smith: Empirical Research in Capital Markets, McGraw Hill, New York
3. Chew Donald H: The New Corporate Finance, McGraw Hill, New York
4. Brigham & Houston: Fundamentals Financial Management, Thomson, New York
5. Grinblatt and Titman: Financial Markets & Corporate Strategy, Tata McGraw Hill, New York.
6. Ogden Joseph et al: Advanced Corporate Finance: Pearson, New Delhi
7. Brigham and Houston: Fundamentals of Financial Management, South Western
8. Hair, Anderson & Others: Multivariate Data Analysis, PHI
9. Koutsoyannis A: Theory of Econometrics, ELBS
10. Kendal and Stuart: Advanced Theory of Statistics, PHI
11. Conover W J: Practical Non-Parametric Statistics, John Willey
12. Box, Jenkin & Reinsel: Time Series Analysis, Pearson
13. Brooks Chris: Introductory Econometrics for Finance, Cambridge University press

UNIT I :

Microfinance as a Tool for Development, Evolution and character of microfinance in India ,Microfinance Products and Services, Micro insurance, Micro Pensions and Remittances, , Intermediation and Regulations of Microfinance , Microfinance Credit Lending Models, Microfinance And Livelihood options.

UNIT II :

Risks in Microfinance Institutions – Functional, Financial, External, Strategies for Risk Minimisation, Social Rating, Credit Rating and Impact Assessment, GIRAFE, PEARLS, CAMEL rating models, Impact Assessment Methods – target group and control group approach, Before and after intervention approach, Outreach of MFIs in India

UNIT III :

Financial Inclusion: Relevance for development, Various initiatives by Government and Non Government Agencies - importance of financial inclusion in zero or less banking areas < the importance of intermediaries for ensuring financial inclusion, Business Facilitator (BF) model and Business Correspondent (BC) model, Responsibilities , Activities and Problems of BFBC in Financial Inclusion.

UNIT IV :

Financial literacy and importance in financial inclusion < financial education and important components of financial counseling, role of BF/BC as a financial counselor, financial literacy policies and practices, Role of RBI and SEBI.

Suggested Readings

[*Microfinance: A Reader*](#) , David Hulme; Thankom Arun, Routledge,

[*The Microfinance Revolution*](#) , Marguerite S. Robinson World Bank, vol.1, 2001

Banker to the Poor: Micro-Lending and the Battle Against World Poverty , Muhammad Yunus and Alan Jolis (contributor) Public Affairs ,

[*The Pledge: Asa, Peasant Politics, and Microfinance in the Development of Bangladesh*](#), Stuart Rutherford, Oxford University Press,

[*Pathways out of Poverty: Innovations in Microfinance for the Poorest Families*](#) ,Sam Daley-Harris Kumarian Press

[*The Commercialization of Microfinance: Balancing Business and Development*](#) , Deborah Drake; Elisabeth Rhyne , Kumarian Press,

Microfinance for Women, Samirendra Nath Dhar, Northern Book Centre, New Delhi.

Managing Risk and Creating Value with Microfinance, Mike Goldberg, Eric Palladini, World Bank Publications, 2010

The Economics of Microfinance, Jonathan Morduch, Beatriz Armendariz, MIT Press.

Understanding Microfinance, Debadutta K. Panda, Wiley India

Microfinance Investment Funds: Leveraging Private Capital for Economic Growth and Poverty Reduction, J.D. Von Pischke (Editor), Ingrid Matthaus-Maier (Editor), Springer 2007

Microfinance: Concepts, Systems, Perceptions and Impact, S. Sarkar and S.N. Dhar, Readworthy Publications, New Delhi

Micro - Finance Perspectives and Operations, Indian Institute of Banking and Finance, Taxmann Publications.

Rural Microfinance and Microenterprise- Informal Revolution, Amitabh Bhatnagar, Concept Publishing Company, New Delhi.

Towards Financial Inclusion in India, K. G. Karmakar - G. D. Banerjee - N. Mohapatra

Financial Inclusion at the Bottom of the Pyramid, Carol Realini, FriesenPress

Financial Inclusion and Inclusive Growth: Scope and Dimension, K. Gangadharan (Author), Reference Press

Review of Literature 2 Credits

UNIT I:

General Theories and Principles of Taxation, Issues in Designing a Tax System- The Optimal Tax Approach, Economics of Tax Incentives.

UNIT II:

Tax Reforms : Indian Experience and Cross Country Comparisons, Design, enforcement and compliance of Taxes in India, Tax Incentives in India, Tax Planning and Management techniques using Tax Incentives.

UNIT III:

Taxation of Goods and Services in India

UNIT IV:

International Taxation:- Principles of International Tax Law, International Tax Conflicts and Double Taxation, Double Tax Treaties, Interpretation of Tax Treaties, Model Tax Conventions on Double Tax Avoidance.

Suggested Readings

Basic International Taxation, Vol I and Vol II, Roy Rohatgi, Taxmann Publications

Reports on India's Tax Reforms, Economic India Services.

Goods and Services Tax - Laws, Concepts & Impact Analysis, Sanjib Agarwal, Bloomsbury
Direct Tax Law and Practice , V.K. Singhania and Kapil Singhania, Taxmann Publications

Corporate Tax- Fiscal Incentives and Effective Tax Rates in India, G.Ghosh and S.N. Dhar, Northern Book Centre, New Delhi.

Development and Public Finance: Essays in Honour of Raja J Chelliah ,
,D. K. Srivastava (Editor), U Sankar (Editor)

Issues in Indian Public Finance, D. K. Srivastava, New Century Publications

Public Finance and Public Policy: responsibilities and limitations of government ,Arye L. Hillman,
Springer

Principles of Public Finance, Hugh Dalton, Allied Publishers

Paper: Ph.D-A9

Tourism Research Method

2 Credits

Unit I: A general Overview of Tourism Research, The role of research in tourism, Tourism Research Design, Theoretical paradigms underpinning tourism research. Methodological considerations for tourism research.

Unit II: Data and empirical material sources for tourism research, Sources of secondary Data, The ethics of tourism research.

Unit III : Qualitative methods and tourism research, Qualitative methods of empirical material interpretation, Quantitative methods and tourism research.

Unit IV: Quantitative methods of data analysis, Tourism research proposals and reports. Conference presentations, posters and articles. The future of tourism research.

Books

1. Tourism Research, 2nd Edition, Gayle.

2. Tourism Research Methods Integrating Theory with Practice

Edited by Brent W. Ritchie University of Canberra, Australia Peter Burns University of Brighton, UK Catherine Palmer University of Brighton, UK CABI Publishing

3. Tourism Research Methods: Integrating Theory with Practice

Brent W. Ritchie, Peter Burns, Catherine Palmer CABI, 2005 -

4. Handbook Of Research Methods In Tourism: Quantitative and Qualitative Approaches. Edited by *Larry Dwyer, Alison Gill and Neelu Seetaram.*

Review of Literature 2 Credits

Paper: Ph.D-A10

Advanced Marketing Research 2 Credits

Unit I: An Introduction to Marketing Research Defining the Research Design and Controlling Research Errors

Unit II : Secondary Sources of Information, Primary Data: Conducting Interviews, Modes of Interviewing Personal-Send-Call, Qualitative Research and Observation, Sampling Procedures in Research Experimentation, Measuring Respondent Information: Attitudes, Satisfaction, Loyalty and Behaviour, General Concepts of Measurement and Scaling

Unit III: Hypothesis Testing and Univariate Analysis, Bivariate Data Analysis

Unit IV : Multivariate Statistical Analysis: Multiple Regression, Factor Analysis, Cluster Analysis, Conjoint Analysis, Non-parametric Statistical Analysis

Books

1. Advanced Methods of Marketing Research: Bagozzi, JohnWiley (Original)
2. Market Research in Practice: How to Get Greater Insight from Your Market by Paul N Hague, Nicholas Hague, and Carol-Ann Morgan, McGraw-Hill
3. Marketing Research Kit for Dummies Paperback : Michael Hyman , Jeremy Sierra, McGraw-Hil
4. Marketing Research: Measurement and Method: Tull , PHI

Review of Literature 2 Credits

Department of Commerce, NBU.

Ph.D. (Effective form 2017)

Structure of the Syllabus

The Ph.D. Course Work for One Semester will comprise of

(A) Compulsory Course 4 Credits

(B) Any one Advanced Level Course to be

Allotted to the Ph.D. Scholar 4 Credits

Total 8 Credits

Detailed Distribution of Credits

(A) Compulsory Course

Paper Code	Title of Paper	Credits
Ph.D- I	Research Methodology, Quantitative Techniques & Computer Application	4

(B) Any one Advanced Level Course to be allotted to the Ph.D. Scholar

Paper Code	Title of Paper	Credits		
		(i) Contact Class	(ii) Review of literature	Total of (i) + (ii)
Ph.D -A1	Advanced Human Resource Management (HRM)	2	2	4
Ph. D-A2	Efficiency Measurements Studies	2	2	4
Ph. D-A3	Financial Systems	2	2	4
Ph. D-A4	Advanced Industrial Relations	2	2	4
Ph. D-A5	Advanced Organisational Behaviour	2	2	4
Ph. D-A6	Methods in Accounting and Finance	2	2	4
Ph. D-A7	Microfinance and Financial Inclusion	2	2	4
Ph. D-A8	Taxation	2	2	4
Ph. D-A9	Tourism Research Method	2	2	4
Ph. D-A10	Advanced Marketing Research	2	2	4