

# Syllabus for Ph.D. (CET) in Commerce

## PAPER – I: RESEARCH METHODOLOGY

### Unit 1: Research and Research Problem

Introduction – Meaning and Definitions – Objectives – Types – Significance – Problems encountered by researcher.

Meaning and Definitions of Research Problem – Need – Techniques to identify research problem – Formulation – Objectives – Factors to be considered while identifying research problem – Pilot Study.

### Unit 2: Research Design and Sample Design :

Meaning and Definitions – Features of Good Research Design – Types – Basic principles of Experimental Designs – Review of literature – Research gap.

Meaning – Sample v/s Census – Types – Sampling frame – Sampling Error – Features of good sampling Design – Techniques.

### Unit 3: Data Collection and Processing of Data :

Primary and Secondary data – Methods of collecting Primary and secondary data – Desk Research – Primary Vs Secondary Data.

Editing – Coding – Tabulation – Presentation of Data – Preliminary Analysis – Statistical Analysis of Data.

### Unit 4: Hypothesis

Meaning and Definitions of Hypothesis – Formulation of Hypothesis – Level of significance, Testing of Hypothesis using statistical techniques – Z test, t-test, f-test, chi square test, ANNOVA.

### Unit 5 : Paper Writing and Drafting

Basic concepts of paper writing and Report generation – Writing style – Steps in Report Writing – Review of literature – Chapter scheme – Bibliography and Reference.

Significance – Piracy – Plagiarism – Violation of copy right – Consequences

### Unit 6: Computer Application in Research

Fundamentals of computers – Application of computers in research – Excel and SPSS.

## **PAPER – II: COGNATE SUBJECT**

### **Unit – 1: Business Management**

Principles of Management: Planning- Objectives, Strategies, Planning process, Decision making; Organising, Organisational structure, formal and informal organisations, organisational culture; staffing; leading- Motivation, Leadership, committees, communication; Controlling; Corporate Governance and Business Ethics.

### **Unit – 2: Business Environment**

Meaning and Elements of Business Environment, Economic Environment, Economic Policies, Economic Planning, Legal Environment of Business in India, Competition policy, Consumer protection, Environment Protection, Policy Environment: Liberalisation, Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

### **Unit – 3: Financial and Management Accounting**

Basic Accounting concepts, Capital and Revenue, Financial Statements.  
Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution.  
Advanced Company Accounts: Issue, forfeiture, Purchase of Business, Liquidation, Valuation of Shares, Amalgamation, Absorption and Reconstruction, Holding company Accounts.

### **Unit – 4: Marketing Management**

The evolution of marketing, concepts of marketing, Marketing Mix, Marketing environment; consumer behaviour, Market Segmentation; Product decision, Pricing decisions, Distribution decisions, Promotion decisions, Marketing planning, Organising and control.

### **Unit – 5: Financial Management**

Capital structure, Financial and Operating leverage, Cost of capital, Capital Budgeting, Working Capital Management, Dividend policy.

### **Unit – 6: Human Resource Management**

Concepts, Role and Functions of Human Resource Management, Human Resource Planning, Recruitment and Selection, Training and Development, Succession Planning, Compensation – wage and salary administration, Incentive and Fringe benefits, morale and productivity; performance appraisal; Industrial Relations in India, Health, safety, Welfare and Social security, worker's participation in Management.