

**SHAHEED MAHENDRA KARMA VISHWAVIDYALAYA, BASTER,  
JAGDALPUR (C.G.)**

**शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर (छ.ग.)**



**PROGRAM: Ph.D.**

**Syllabus of Course Work for  
Doctor of Philosophy (Ph. D.)**

**DOCTOR OF PHILOSOPHY IN COMMERCE  
(Ph.D.- COMMERCE)**

**FACULTY OF COMMERCE**

**Proposed Ph.D Course Structure**  
**SHAHEED MAHENDRA KARMA VISHWAVIDYALAYA, BASTER**  
**Syllabus of Ph.D. Course Work**  
**Subject: Ph.D. in COMMERCE**  
**Session 2024-25**

Sr. No.	Paper Code	Title of the Paper	Marks Distribution			Credits / Hours	Total Marks	
			External Assessment		Internal Assessment			
1	COMPHDSC-01 (Core Paper)	Research Methodology	40 Marks(Objective types Question)	40 Marks(Short answer type Question)	Two Assignment 10+10=20 Marks		4	100
					Teaching	Bibliography writing/written assignment, class test etc.		
2	COMPHDSC-02 (Core Paper)	Research & Publication Ethics	20 Marks(Objective types Question)	20 Marks(Short answer type Question)	Two Assignment 05+05=10 Marks		2	50
					Teaching	Bibliography writing/written assignment, class test etc.		
3	COMPHDSE-01 COMPHDSE-02 COMPHDSE-03 COMPHDSE-04 COMPHDSE-05 COMPHDSE-06  (Discipline Specific Elective Paper )	01-Contemporary Trends in Micro Finance <b>OR</b> 02Contemporary Trends in Industrial Relations 03- Contemporary Trends in Banking & Insurance 04-Contemporary Trends in Marketing <b>OR</b> 05-Contemporary Trends in HRM <b>OR</b> 06- Contemporary Trends in Finance & Accounting (A scholar will opt at least one Elective paper)	40 Marks(Objective types Question)	40 Marks(Short answer type Question)	Two Assignment 10+10=20 Marks		4	100
					Teaching	Bibliography writing/written assignment, class test etc.		

4	COMPHDSC-03 (Core Course)	Review/Presentation	20 Marks- (10Marks- Review of Literature & 10 Marks – Synopsis in Proposed Research	20 Marks-(10 Marks- Presentation- I(05 Marks for written paper & 05 Marks for power point Presentation)and 10 Marks – Presentation- II(05 Marks for written paper & 05 Marks for powr point presentation	Two Assignment 05+05=10 Marks		2	50
				Teaching	Bibliography writing/written assignment,class test etc.			

# Ph.D. PROGRAM-FACULTY OF COMMERCE


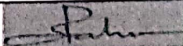




## PAPER - I RESEARCH METHODOLOGY

	Credit -4	Hours 60	Marks 100
Unit	Topics (Course Contents)		No. of Period
I	<b>Research Methods:</b> Introduction to research; Definitions and characteristics of research; Types of research; Main components of any research work; Research Gap, Topic Selection: Problem identification and Formulation; Research proposal.		15
II	<b>Research Process:</b> Work Plan; Major components and outline of research process; Literature Review: Thematic and Systematic Literature Review; Formulation of the research objectives; Research Methodologies: Study population/ Universe; Variables; Sampling; Sample size determination; Methods of data collection; Plan for data processing and analysis; Fieldwork; Measurement & scaling, Attitude- measurement technique, Levels of Measurement and types of scales, Research design, Pilot test, Writing a research report.		15
III	<b>Quantitative Methods:</b> Hypothesis setting and testing; Type-I, Type- II error, Correlation & regression analysis; Statistical Tests- Parametric Tests (One Sample t-test, Independent Samples t-Test, Paired Samples t-Test, ANOVA and MANOVA), Non-Parametric Tests (Chi-Square, One Sample, Two Independent Samples, K- Independent Samples, Two Related Samples, K-Related Samples): Multivariate Analysis, Multiple Regression Analysis, Factor Analysis; Discriminant Analysis.		15
IV	<b>Computer Applications:</b> Introduction to spread-sheet applications [Tools: Microsoft Excel], Presentation tool: [Tools used: Microsoft PowerPoint], Web Search: Use of Internet, Using search engines, Using advanced search tools; <b>Organization of Research Report-</b> 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.		15
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ul style="list-style-type: none"> <li>• Montgomery, Douglas C. (2007) 5/e, Design and Analysis of Experiments (Wiley India)</li> </ul>			

- Kothari C.K. & Gaurav Garg, Research Methodology-Methods and Techniques (New Age International, New Delhi)
- Krishnaswamy, K.N., Shivkumar, Appa Iyer and Mathiranjani M., Management Research Methodology: Integration of Principles, Methods and Techniques (Pearson Education, New Delhi)
- Krishnaswami, O. R. Research Methodology in Social Sciences, Delhi: Himalaya Publications, 2000
- Kumar, Renjith, Research Methodology: A Step-by-Step Guide for Research, Delhi: Pearson Education, 2009
- Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess Publications, 2 volumes.
- Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002. An Introduction to Research Methodology, RBSA Publishers
- The Complete Reference Office Xp- Stephan L. Nelson, Gujulia Kelly (TMH)
- Basic Computer Science and Communication Engineering – R. Rajaram (SCITECH)
- Gilbert, Nigel. Researching Social life, New Delhi: Sage Publication.
- Goodde and Hatte. Methods in Social Research, New York: McGraw – Hill.
- Gopal, M. H. An Introduction to Research Procedures in Social Sciences, Bombay: Asia Publishing House
- Henn, Matt; Mark Weinstein and Nick Foard, A Short Introduction to Social Research, New Delhi: Vistaar Pub. 2006
- Hunt, Morton, Profiles of Social Research: The Scientific Study of Human Interactions, Bombay: Popular Prakashan
- Anthony, M., Graziano, A.M. and Raulin, M.L., 2009. Research Methods: A Process of Inquiry, Allyn and Bacon.
- Coley, S.M. and Scheinberg, C. A., "Proposal Writing", Sage Publications.
- Day, R.A., 1992. How to Write and Publish a Scientific Paper, Cambridge University Press.
- Fink, A., 2009. Conducting Research Literature Reviews: From the Internet to Paper. Sage Publications
- Leedy, P.D. and Ormrod, J.E., 2004 Practical Research: Planning and Design, Prentice Hall.
- Becker, H. S. Writing for Social Scientists: How to Start and finish Your Thesis, Chicago; University of Chicago Press, 1986.

**Note: Learners are advised to use latest edition of text books.**

**Signature of Chairman & Members:**

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
6	Dr.O.P.Gupta	

# Ph.D. PROGRAM-FACULTY OF COMMERCE

## PAPER- II RESEARCH & PUBLICATION ETHICS


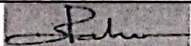
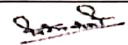
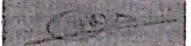


	Credit -2	Hours 30	Marks 50
<b>PART - B : Content of the Course</b>			
Unit	Topics (Course Contents)		No. of Period
I	<b>Philosophy and Ethics:</b> Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions		(3 hrs. Lecture)
II	<b>Scientific Conduct:</b> Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data		(5 hrs. Lecture)
III	<b>Publication Ethics:</b> 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 behaviour and vice versa, types; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals		(7 hrs. Lecture)
IV	<b>Open Access Publishing:</b> 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.		(4 hrs. Practice sessions)
	<b>Publication Misconduct:</b> (i) Group Discussions (2 hrs.): Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. (ii) Software tools (2 hrs.): Use of plagiarism software like Turnitin, Urkund and other open-source software tools		(4 hrs. Practice sessions)
	<b>Databases and Research Metrics:</b> (i) Databases (4 hrs.) – Indexing databases; Citation databases: Web of Science, Scopus, etc. (ii) Research Metrics (3 hrs.): Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g-index, i10 index, altmetrics		(7 hrs. Practice sessions)
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others:</b>			
<ul style="list-style-type: none"> <li>• Bird, A. (2006). Philosophy of Science. Routledge.</li> <li>• Macintyre, Alasdair (1967) A Short History of Ethics. London.</li> <li>• P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865</li> <li>• National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a</li> </ul>			

Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.

- Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 79-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN:978-81-939482-1-7. [http://www.insaindia.res.in/pdf/Ethics Book.pdf](http://www.insaindia.res.in/pdf/Ethics%20Book.pdf)
- Satarkar, S.V., 2000. Intellectual property rights and Copy right. Ess Ess Publications.
- Wadehra, B.L. 2000. Law relating to patents, trademarks, copyright designs and geographical indications. Universal Law Publishing.
- Carlos, C.M., 2000. Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.

**Note: Learners are advised to use latest edition of text books.**

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
6	Dr.O.P.Gupta	

**PAPER- III**  
**CONTEMPORARY TRENDS IN MICRO FINANCE**  
 (Discipline Specific Elective Course- I (COMPHDSE))

	Credit -4	Hours 60	Marks 100
<b>PART - B : Content of the Course</b>			
Unit	Topics (Course Contents)		No. of Period
I	<b>Microfinance:</b> Models of microfinance – Microcredit Vs Micro-savings Vs Microfinance; Microfinance institutions (MFI); Development of microfinance in India – GOI, RBI and NABARD initiatives for development of microfinance in India; Innovative microfinance models in India; Issues faced by microfinance in India; Case study of SKS MFI and Grameen Bank; Committee report on Microfinance, Y.H. Malegam committee report on Microfinance; Microfinance and poverty; Microfinance and economic development; microfinance and rural development; Microfinance and women empowerment; Microfinance and informal finance sector; Microfinance and small business development (1 Lecture + 0 Tutorial + 0 Practical).		15
II	<b>Financial Inclusion:</b> Rangarajan Committee on financial inclusion; Initiatives of GOI and RBI towards financial inclusion; Prime Minister's Jan-Dhan scheme of financial inclusion and measurement of financial inclusion; Financial inclusion and SME finance; Financial inclusion and Rural development (1 Lecture+0Tutorial+0 Practical).		15
III	<b>Behavioural Finance &amp; Value Chain Financing:</b> Emerging issues in behavioural finance: Application of theories in investment decision making, Financial risk management-types of financial risk. Role of derivatives in managing financial risk; Value chain financing, Rural Finance, Chit fund finance and its regulation in India – Saradha Chit Fund Case Study, Shadow banking; Process of institutionalization of financial services in India - Composition of the Institutional Credit System (ICS) in India; Lead Bank Scheme (LBS) and Service Area Approach (SAA), Priority sector in lending; Subsidy-linked credit programmes of the Government like PMRY, SGSY, SJSRY & SLRS, etc.; Kisan Credit Card (KCC) scheme, Financing of Agriclincs/ Agribusiness Centres etc. and the Differential Rate of Interest (DRI) scheme (1 Lecture + 0 Tutorial + 0 Practical).		15
IV	<b>Recent Trends</b> -Balance Scorecard, Triple Bottom Line Strategies, Fintech, Bankruptcy, Cross-Border Venture Capital, FDI, Capital Resilience, Financial Distancing, Contractual Restrictions, Debt Traps and Green Bond (1 Lecture + 0 Tutorial + 0 Practical).		15




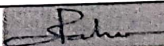




## PART-C: Learning Resources

### Text Books, Reference Books and Others:

- Arif Khurshed, "Initial public offerings (IPOs)" Managerial Finance, Vol33(6) 2007.
- L M Bhole, Financial Institutions & Markets – Structure, Growth & Innovations, TMH
- M Y Khan, Financial Services, TMH, 2008
- Mark Zandi, "Financial Shock: A 360° Look at the Subprime Mortgage Implosion and How to Avoid the Next Financial Crisis", FT Press, 2008.
- Maurice Obstfeld and Alan M. Taylor, "Global Capital Markets: Integration, Crisis, and Growth", Cambridge University Press, 2005.
- Ravi M. Kishore, Financial Management, Taxmann's,
- . Samuel A. DiPiazza, Robert G. Eccles, "Building public trust: the future of corporate reporting".
- Steven Allen, "Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk".
- Sujatha B, "Financial Inclusion: Concepts and Strategies Chi Lo, "Asia and the Subprime Crisis: Lifting the Veil on the "Financial Tsunami"", Palgrave Macmillan, 2009.
- Clare Roberts, Pauline Weetman, Paul Gordon, "International Corporate Reporting: a comparative approach".
- Clifford Gomez, "Financial Markets, Institutions and Financial Services", PHI, Eastern Economy Edition, 2011
- David Murphy, "Understanding Risk: The Theory and Practice of Financial Risk Management", Chapman & Hall/CRC, 2008.
- Deepak B Phatak, Sameer Kochhar, R Chandrashekhar, "Financial Inclusion". Haluk Akdogan, "The Integration of International Capital Markets: Theory and Empirical Evidence".
- Keith Redhead, "Personal Finance and Investments: A Behavioural Finance Perspective", Routledge, 2008.
- Anthony Saunders & Marcia Millon Cornett, Financial Markets & Institutions, TMH

**Note: Learners are advised to use latest edition of text books.**

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**PAPER- III**  
**CONTEMPORARY TRENDS IN INDUSTRIAL RELATIONS**  
**(Discipline Specific Elective Course- II (COMPHDSE))**

	Credit -4	Hours 60	Marks 100
Unit	Topics (Course Contents)		No. of Period
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		15
II	Trade Unionism: Challenges before Indian Trade Unions in this 21 <sup>st</sup> 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 21 <sup>st</sup> Century.		15
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 21 <sup>st</sup> Century.		15
IV	Job Satisfaction and Motivation: Concept of job satisfaction in this 21 <sup>st</sup> 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 Mangers in this regard.		15


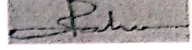




**PART-C: Learning Resources**

**Text Books, Reference Books and Others:**

- 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

**Note: Learners are advised to use latest edition of text books.**

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**PAPER- III**  
**CONTEMPORARY TRENDS IN BANKING & INSURANCE**

Discipline Specific Elective Course- III (COMPHDSE)

	Credit -4	Hours 60	Marks 100
<b>PART - B : Content of the Course</b>			
Unit	Topics (Course Contents)		No. of Period
I	<b>Indian Banking Industry:</b> Banking Industry scenario-Global and Indian Perspective; Nationalization, Consolidation & Privatization; Emerging Banking segments; Monetary Policy Committees; Banking Legislations in India; Digitalisation and Online Banking, Prudential Norms and Prudential Accounting, BASEL Norms, Board for Financial Supervision (BFS), Customer Grievance Redressal Mechanisms and Banking Ombudsman Scheme, RBI Guidelines and NPA; Insolvency and Bankruptcy Code (Amendment) Act-2020; Debt Recovery Tribunal, Asset Securitisation and Asset Reconstruction, SARFAESI Act; Universal Banking <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>		15
II	<b>Indian Banking Industry-Contemporary Issues:</b> Micro Finance Institutions (MFIs), Non-Banking Financial Companies (NBFCs), Demonetization – History of Demonetization in India; Black Money; Cash Less Economy; Remonetization; Digital Financial Transactions; National Payment Corporation; Forex & Securities Settlement; Social Banking, Cyber Crime & Security issues; FDI, Merger, & Privatization, Corporate governance in Banks, Green Banking <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>		15
III	<b>Indian Insurance Industry:</b> Insurance Organizations, Nationalisation and Privatization of Indian Insurance Sector, Public and Private Sector Insurance Companies, Indian Insurance Market - Life and Non-life Insurance; Marketing of Insurance Products, Information Asymmetry; Insurance Product Pricing, Demand for Standardized Insurance Products; Insurance Penetration and Density; Employment Prospects, Legislations Regulations, Integrated Customer Grievance & Management System, Consumer Protection Act, 2014, Insurance Ombudsman; Micro Insurance in India; Social Insurance; Digitalization of Insurance Sector <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>		15
IV	<b>Indian Insurance Industry-Contemporary Issues:</b> Ethical Issues in Insurance Sector; crop insurance, distribution channels, Risk Based Capital (RBC) Approach and Market Consistent Valuation of Liabilities (MCVL) of Indian Insurance Business, Re-insurance, Digital Underwriting and Automated Renewals, Innovating the product portfolio, Bancassurance, FDI issues, Alternate Capital and Insurance-Linked Securities, Cyber-insurance, Changing Paradigm of Consumer Engagement and Experience; Sharpening Digital Customer-Centricity with Analytics, Catching the Millennial Attention- Portals, Mobility and Social Media <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>		15


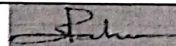



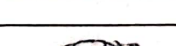
## PART-C: Learning Resources

### Text Books, Reference Books and Others:

- K.C. Mishra and G.E. Thomas, General Insurance - Principles and Practice, Cengage Learning.
- Kanika Mishra, Fundamentals of Life Insurance: Theories and Applications, PHI.
- Khanna P.K. Insurance: Principles & Practices Indica Publishers & Distributers Pvt Ltd New Delhi
- Murali S and Subbakrishna 2015 Bank Credit Management, Himalaya Publishing House, New Delhi.
- .Data Ranjoshi 2015, Strategy and organization of Corporate Banking. Cyber Tech Publications, New Delhi.
- Ajay Kumar and Chatterjee D.P 2015 Risk Management, Indian Institute of Banking Finance, MacMillan India Ltd, New Delhi.
- Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan Publishing House.
- Arundeeep Singh, N.S Toor, 2016 Credit and Risk Management- A Practical Approach, Skylark Publication, New Delhi.
- Eddie Cade, Managing Banking Risks, Woodhead Publishing Ltd., in association with The Chartered Institute of Bankers, England.
- .Indian Institute of Banking and Finance, 2016, General Bank Management, McMillan, Mumbai
- Indian Institute of Banking and Finance, 2016, Principles & Practice of Banking, McMillan, Mumbai
- O. P. Agarwal, Banking and Insurance, Himalaya Publications: Mumbai.
- Sadhak H.: Life Insurance in India: Opportunities, Challenges and strategic Perspective. Sage Publications
- Indian Institute of Banking & Finance, Digital Banking 2016, Taxmann Publication. .
- Institute of Bank Management and Research, Risk Management in Banks, Taxmann Publication New Delhi.

**Note: Learners are advised to use latest edition of text books.**

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**PAPER- III**  
**CONTEMPORARY TRENDS IN MARKETING**  
 Discipline Specific Elective Course- IV (COMSE)

	Credit -4	Hours 60	Marks 100
<b>PART - B: Content of the Course</b>			
Unit	Topics (Course Contents)		No. of Period
I	<b>Global Market Scenario:</b> Global Marketing, Emergence of new economic powerhouses, global competitiveness, Global consumer, Global culture, Hofstede's theory, Global Marketing Environment, Internationalisation Process, Market Entry, Market Selection, Segmentation and Targeting, Customer Trend: Impact Analysis and Cross impact analysis, Co Creation and Value Creation; Market Entry Modes, International Product, International Branding, Global Services, International Franchising, Global Communication, Currency Environment, Global Pricing, Global Marketing Operations- Techniques and Coordination, Managing Global Relationships <b>(1 Lecture + 0 Tutorial + 0 Practical)</b> .		15
II	<b>Strategic Marketing:</b> Strategic perspective in Marketing Planning Process, Tools and techniques for successful strategies, Strategic Product and Strategic Market Planning, Strategic Branding, Brand Equity, Vertical marketing system, Retailing mix/activities; Strategic Communications, Media Strategy, Marketing Ethics, Ethical Framework, Moral Reasoning. CRM: Strategic and Operational CRM, Customer lifetime Value (CLV) <b>(1 Lecture + 0 Tutorial + 0 Practical)</b> .		15
III	<b>Digital Marketing:</b> Marketing's Digital Evolution; Display Advertising, Email Marketing, Search Engine Optimisation, Pay Per Click; Mobile marketing, Inbound Marketing, Content Marketing, Google, Blogs and Social Media, Acquiring Customers on the Web, Internet Marketing Strategy. Social Media Marketing: Goals, Channels, Metrics and Analysis, Legal Framework for control of social media, Social Media Strategy: Approach, Audience, Activity Building Customer Engagement Through Social Media Marketing <b>(1 Lecture + 0 Tutorial + 0 Practical)</b> .		15
IV	<b>Emerging Trends in Marketing Research:</b> Marketing Research, International Marketing Research, Trending Techniques Used in Research-Online Communities, Types of Research Tools, IOT, Marketing Intelligence Systems, Bridging The Gap Between Academic Research And Industry Research; Data Capture and Data Mining; Customer Citizenship Behaviour, Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing, Recent Regulatory framework <b>(1 Lecture + 0 Tutorial + 0 Practical)</b> .		15


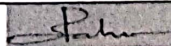




## PART-C: Learning Resources

### Text Books, Reference Books and Others:

- Philip Kotler, Kevin L. Keller, Abraham Koshi and M Jha, "Marketing Management: A South Asian Perspective", Pearson Education.
- Ramaswamy, S. Namakumari, Marketing Management: Global Perspective Indian Context, Macmillan.
- Richard M.S. Wilson, Colin Gilligan: Strategic Marketing Management: Planning, Implementation & Control; Butterworth-Heinemann 2005
- V. S. Ramaswamy and S. Namakumari - Marketing Management Global perspective Indian Context, 4th Edition, Mac Millan, New Delhi
- Belk, W. Russell, Research in Consumer Behavior, Elsevier Ltd.: USA.
- Clow, Kenneth E. and Donald Baack, Integrated Advertising, Promotion and Marketing Communications. Fourth Edition, Pearson: New Delhi.
- Jones, Alex Trengrove, Anna Malczyk and Justin Beneke, Internet Marketing, Get Smarter.
- K. Douglas Hoffman and John E.G. Bateson "Services Marketing", 3rd Edition, Cengage.
- Kiefer Lee & Steve Carter Global Marketing Management Changes, New Challenges, and Strategies, Oxford University Press, 2012
- Masaaki (Mike) Kotabe, Kristiaan Helsen. Global Marketing Management 7<sup>th</sup> edition, John Wiley. 2013
- Michael Levy and Dhruv Grewal "Marketing" Tata McGraw Hill education 3. Parsons, Elizabeth and Pauline Maclaran, Contemporary Issues in Marketing and Consumer Behaviour, Elsevier Ltd.: USA.
- David L. Kurtz & Louis E. Boone, "Principles of Marketing", 12<sup>th</sup> Edition, Cengage. Easey, Mike, Fashion Marketing, John Wiley & Sons: UK.
- Etzel, Walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi
- Graeme Drummond, John Ensor, Ruth Ashford: Strategic Marketing: Planning and Control, Third Edition; Publisher: Butterworth-Heinemann Year: 2008
- Ian Dodson: The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley, 2016

**Note: Learners are advised to use latest edition of text books.**

### Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
6	Dr.O.P.Gupta	

**CONTEMPORARY TRENDS IN HRM**  
Discipline Specific Elective Course-V (COMPHDSE)

Credit -4

Hours 60

Marks  
100

**PART - B: Content of the Course**

Unit	Topics (Course Contents)	No. of Period
I	<b>Advanced Manpower Planning and Management:</b> Collective Bargaining and Negotiation Process, Employee Empowerment, Executive Compensation, Grievance Resolution, HR Issues in Mergers & Acquisitions; Human Resource Management in Service Sector, Industrial Jurisprudence; Talent Management; Career management and development <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>	15
II	<b>HRM in Changing Situations:</b> International Human Resource Management; Managerial Competencies and Career Development, Managerial Counselling, Managing Diversity in the Workplace, Managing Redundancy, Measuring HR, Occupational Testing, Organisational Change and Development, Participative Management, Principles of Labour Administration, Role of HR in Knowledge Management, Strategic Human Resource Management <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>	15
III	<b>Human Resource Information System:</b> Business and Data Communications Networks, Business Intelligence and Data Mining, Business Modelling Through System Dynamics, Cyber Law, Decision Support Systems, e-Business, Enterprise Resource Planning, Information Security and Risk Management, Intellectual Property Rights <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>	15
IV	<b>Organisational Behaviour:</b> Individual Behaviour in Organisation, Group Behaviour in Organisation, Organisational Structure, Design & Change, Building Learning Organisations, Assertiveness Training, Consulting to Management, Cross-Cultural Management, Indian Philosophy and Leadership Excellence, Personal Effectiveness and Self-Leadership, Management of Creativity, Managerial Competencies, Managerial Counselling, Stress Management <b>(1 Lecture + 0 Tutorial + 0 Practical).</b>	15

**PART-C: Learning Resources**

**Text Books, Reference Books and Others:**

- P C Tripathi, Human Resource Development, Sultan Chand & Sons
- Dharni Singh et al. (eds.), Aligning Human Resources Processes: Challenges of Development, Tata McGraw-Hill Publishing


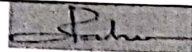








- Company limited, New Delhi, 1996.
- Sunil K. Pandya, Human Behaviour, National Book Trust, India
  - Tanuja Agarwal, Strategic Human Resource Management, Oxford University Press, New Delhi, 2007.
  - TV Rao, HRD Audit, Sage Publications, New Delhi, 2000.
  - Udai Pareek and TV Rao, Designing and Managing Human Resource Systems, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2003
  - French and Bell "Organisation Development" PHI.
  - Luis R. Gomez – Mejia, David B Balkin and Robert L Cardy "Managing Human Resources", Prentice Hall of India
  - Michael Armstrong, A Handbook of Human Resource Management Practices, Kogan Page London, 2006.
  - Nilanjan Sengupta, M. S. Bhattacharya, R. Sengupta, Managing Change in Organisations, PHI
  - Richard A. Swanson, Elwood F. Holton, Ed Holton, Foundations of Human Resource Development, Berrett-Koehler Publishers (2001).
  - Scott Snell, George Bohlander, Veena Vohra, Human resource management, Cengage learning, New Delhi, 2007.
  - Steven L. McShane, Mary Ann Von Glinow, Organisational Behavior, Tata McGraw-Hill
  - Werner and Desimone, Human Resource Development, Cengage Learning, 2006
  - .Noe, A Raymond, Employee Training and Development, (2010), Irwin McGraw Hill, U.S.A.
  - Peter Cappelli, Talent on demand, Harvard Business Press, USA, 2008.
  - R. Wayne Mondy, Robert M. Noe, Human Resource Management, Pearson education

**Note: Learners are advised to use latest edition of text books.**

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**CONTEMPORARY TRENDS IN FINANCE & ACCOUNTING**  
Discipline Specific Elective Course-VI (COMSE)

**Credit -4**

**Hours 60**

**Marks  
100**

**PART - B : Content of the Course**

Unit	Topics (Course Contents)	No. of Period
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	15
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	15
III	i. Tools and Methodology of Financial Research ii. Mathematics of Financial Analysis: Application of Algebra and Calculus iii. Time Series Data: cross-section and Panel Data	15
IV	i. Measuring Risk and Volatility ii. Cross-sectional Volatility, ARCH and GARCH iii. Multivariate Analysis: iv. Use of Metric and non-metric variables in empirical research v. Factor Analysis, Discriminate Analysis, Event Study:	15

**PART-C: Learning Resources**


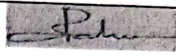



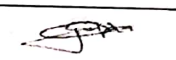
**Text Books, Reference Books and Others:**

- Lee, Lee and Lee: Financial Analysis, Planning and Forecasting; Cambridge University Press, New Delhi
- . Schwert and Smith: Empirical Research in Capital Markets, McGraw Hill, New York
- . Chew Donald H: The New Corporate Finance, McGraw Hill, New York
- . Brigham & Houston: Fundamentals Financial Management, Thomson, New York
- . Grinblatt and Titman: Financial Markets & Corporate Strategy, Tata McGraw Hill,
- . Ogden Joseph et al: Advanced Corporate Finance: Pearson, New Delhi
- . Brigham and Houston: Fundamentals of Financial Management, South Western
- . Hair, Anderson & Others: . A: Multivariate Data Analysis, PHI
- Koutsoyannis Theory of Econometrics, ELBS
- Kendal and Stuart: Advanced Theory of Statistics, PHI
- Conover W J: Practical Non-Parametric Statistics, John Willey

- Box, Jenkin & Reinsel: Time Series Analysis, Pearson
- Brooks Chris: Introductory Econometrics for Finance, Cambridge University press

**Note: Learners are advised to use latest edition of text books.**

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6	Dr.O.P.Gupta	

Paper- IV			
Review/Presentation			
Credit: 2	Hours: 30	Marks: 50	
Unit	Curriculum		Hours
Unit-1	1. Preparation of References and Bibliography 2. Writing of review of Literature 3. Writing review of research papers and Research Books 4. Preparation of Research Proposal and Presentation 5. Preparation of Synopsis and Presentation		15 hrs
Unit-2	1. Preparation of Research Papers (Seminar/Conference/Publication in Journals): A. <b>Preparation:</b> Title, Abstract, Introduction, Methodology, Results, Discussion, Conclusion etc. B. <b>Publication Process and Journals:</b> Types of journals, journal scope and indexing, impact factor, peer review process, publication process. 2. Presentation of Research Papers/Articles 3. Presentation of Thesis		15 hrs
	<b>Suggested Reading:</b> 1. Booth, W. C., Colomb, G. G., & Williams, J. M. (2016). The Craft of Research (4th ed.). University of Chicago Press. pp. 1–336. 2. Lester, J. D., & Lester, J. D. Jr. (2015). Writing Research Papers: A Complete Guide (15th ed.). Pearson. pp. 1–416. 3. Morris, S., Barnas, E., LaFrenier, D., & Reich, M. (2013). Handbook of Journal Publishing. Cambridge University Press. pp. 1–496. 4. Cronin, B., & Sugimoto, C. R. (2014). Impact Factor: How the Metric is Reshaping Science. MIT Press. pp. 1–320.		