

COURSES OF STUDIES

FOR Ph.D PROGRAM COMMERCE (UNDER SEMESTER SYSTEM)

(Effective from January 2018)



**P.G. DEPARTMENT OF COMMERCE
GANGADHAR MEHER UNIVERSITY,
SAMBALPUR, ODISHA**

SEMESTER SYSTEM OF Ph.D COMMERCE

SEMESTER - I
Paper- 711
Recent Trends in Commerce and Management
Total Mark: 100 (80+20)
CH= 4

A ACCOUNTING:

International Financial Reporting Standard (IFRS) Implementation & Challenges in India
Adoption of IFRS Worldwide & in India, Overview of Ind ASs
Recent Developments in Accounting: Interim Reporting, Segment Reporting, Corporate Social Reporting, Carbon Credit Accounting and Environmental Accounting

B MARKETING AND MANAGEMENT:

Green Marketing, Understanding Green Consumer Behaviour
Marketing Response to the Environment. Revisiting Marketing Process from Social Marketing Perspective
Marketing Ethics
Value Based Management
Risk Management Strategies
Recent Development in Management Thoughts (Peter Drucker, Michel Porter, and Mc Kinsey's 7-S Approach to Management Analysis.)

C FINANCE:

Corporate Capital Structure Management
Behavioural Finance, Efficient Market Hypothesis, Capital Asset Pricing Model and its Application
Indian Securities Market , Financial Inclusion

D INTERNATIONAL BUSINESS:

Theories of International Trade
International Finance
Operational Aspects of International Business
Contemporary issues in International Business Relation
Legal framework of International Business

SEMESTER SYSTEM OF Ph.D COMMERCE

SEMESTER - I Paper -712 Research Methodology-I Total Mark: 100 (80+20) CH= 4

A SCOPE OF RESEARCH AND ETHICS:

Introduction and Scope

Research problem: Identification, Selection, Formulation of research objectives

Research design: Components, Types and Importance

Research ethics, Institutional ethics committee

Plagiarism - Pitfall

B TECHNICAL WRITING:

Types of technical documents; Full length research paper, Short/Brief communications, Letters to editor, Book chapter, Review, Conference report, Project proposal

Components of a full length research paper; Title/Topic statement, Abstract/key words, Aims and objectives, Hypothesis building, Rationale of the paper, Work plan, Materials and methodology, Results and discussion, Key issues and arguments, Acknowledgement, Conflict of interest statement, bibliography, Technical Resumes & Cover Letters

Components of a research proposal; Project summary

Key words, Origin of the proposal, Major Objectives

Methodology, Overview of status of Research and Development in the subject,

Importance of the proposed project in the context of current status, Bibliography

C SCIENTOMETRICS:

How to cite and how to do referencing

Literature search technique, using SCOPUS, Google Scholar,

PUBMED, Web of Science, Indian Citation Index, and RG

Styles of referencing; APA, MLA, Oxford, Harvard, Chicago

Annotated bibliography

Tools for citing and referencing, Mendeley, Grammarly, Endnote etc

D PRESENTATION AND COMMUNICATION SKILLS:

Tables, Figures and Pictures using Excel

PowerPoint slide preparation

Preparation of Posters

Electronic submission of manuscripts

Communication skills, oral and poster

SEMESTER - I
Paper- 713
Research Methodology-II
Total Mark: 100 (80+20)
CH= 4

A IPR AND CYBER LAW:

Patents
Patent laws, process of patenting a research finding
Intellectual property (IP), Intellectual property right (IPR)
Copyright, Trademarks, GI
Cyber laws
COPE

B QUANTITATIVE DATA ANALYSES:

Types of data, Data collection - Methods and Tools
Hypothesis testing
Normal and Binomial distributions and their property
Tests of significance: Student *t*-test, *F*-test, *Chi-square* test
Correlation and Regression
ANOVA – One-way and Two-way, Multiple-range test

C COMPUTER FUNDAMENTALS:

Introduction to MS-Office software: MS-Word (Track change)
MS-Excel
MS-Power Point
MS-Access
Features for Statistical data analysis using computers and software, Microsoft Excel Data Analysis ToolPak, SPSS
E-Views, STATA

D ADVANCE TOOLS & TECHNIQUES IN BUSINESS RESEARCH :

Sampling Technique
Scaling Technique, Sociometric Technique
Questionnaire Construction and Collection of Information, Tests of Reliability and Validity,
Applied Regression analysis, Problems of Estimation and Interpretation with reference to Business Research.

SEMESTER SYSTEM OF Ph.D COMMERCE

SEMESTER – I

Paper – 714

Marks – 200 (4 CH)

Review Work

(Script-150, Presentation- 25, Viva-Voce-25)