

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

Course Outcomes:

CO1	Recognize and identify the ensuing changes in the sphere of accounting, marketing and international business to gain advance and updated knowledge.
CO2	Describe and discuss finance and marketing knowledge with professional ethics.
CO3	Apply financial and marketing principles with proper problem identification by using modern source of knowledge.
CO4	Examine the business avenues for the benefits of society at large with environmental sustainability.
CO5	Assess the link between business and society.
CO6	Design and develop a business model to for the benefit of society and economy.

Program Outcomes Relevant to the Course:

PO1	Knowledge Impartation on Business and Commerce: Acquire, define and recognize the knowledge on commerce, management, taxation, entrepreneurship, advance statistics and research methodology in addressing business and socio-economic issues.
PO2	Ability to Pursue Higher Education: Assemble commerce and management knowledge to enhance ability to pursue professional courses in higher education.
PO3	Problem Identification: Identify, interpret and summarize literatures to analyse several business problems and reaching robust inferences by using professional knowledge.
PO4	Use of Modern Tools and Resources: Generate, design and select appropriate modern tools and techniques in appraising scientific temper to comprehend different business models
PO5.	Application of Business Knowledge on Environment and Sustainability: Apply and execute business knowledge to develop products, services and methods to foster sustainable environmental practices
PO6	Associating Business and Society: Synthesize a sense of civic responsibility, social concern and commitment, and moral accountability by providing a

	platform for socialization.
PO7	Enhancement of Professional Ethics: Interpret and employ ethics in professional life to develop a sense of responsibility and accountability.
PO10	Innovation and Creativity: Innovate and invent and design new ideas, products, services and methodologies with application of fundamental knowledge.

Mapping Program Objectives, Program Education Objectives with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PEO1	PEO2	PEO3	PEO4
CO1	3	1	1	1	1	1	3	2	3	3
CO2	3	1	2	3	2	1	3	3	2	2
CO3	2	2	3	3	2	1	3	1	2	1
CO4	1	2	3	3	1	3	3	1	1	3
CO5	1	1	2	2	1	3	3	2	2	2
CO6	1	1	1	2	3	3	3	3	2	3

SEMESTER SYSTEM OF Ph. D COMMERCE

SEMESTER - I

Paper -712

Research Methodology-I

Total Mark: 100 (80+20) CH= 4

Unit-I SCOPE, PHILOSOPHY AND ETHICS OF RESEARCH AND ETHICS

- i) Introduction and Scope
- ii) Introduction to philosophy: definition, nature and scope, concept, branches
- iii) Ethics: definition, moral philosophy, nature of moral judgments and reactions, Research ethics, Institutional ethics committee.
- iv) Ethics with respect to science and research
- v) Intellectual honesty and research integrity

Unit-II: SCIENTIFIC CONDUCT

- i) Research problem: Identification, Selection, Formulation of research objectives
- ii) Research design: Components, Types and Importance
- iii) Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- iv) Redundant publications: duplicate and overlapping publications, salami slicing
- v) Selective reporting and misrepresentation of data

Unit-III: TECHNICAL WRITING

- i) Literature search technique, using SCOPUS, Google Scholar, PUBMED, Web of science, Indian Citation Index, and RG
- ii) 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; , Rationale of the paper, Aims and objectives, Hypothesis building, Work plan, Materials and methodology, Results and discussion, Conflict of interest statement,
- iii) Components of a research proposal; Project summary Key words, Origin of the proposal, Major objectives Methodology, Instrument facility available in the PI's department, Overview of status of Research and Development in the subject, Importance of the proposed project in the context of current status.
- iv) Styles of referencing; APA, MLA, Oxford, Harvard, Chicago, Annotated bibliography, Tools for citing and referencing, Grammarly, Endnote etc, How to cite and how to do referencing

Unit-IV: PUBLICATION ETHICS

- i) Publication ethics: definition, introduction and importance
- ii) Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
- iii) Conflicts of interest
- iv) Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
- v) Violation of publication ethics, Subject specific ethical issues, FFP, authorship,
- vi) Identification of publication misconduct, complaints and appeals
- vii) Predatory publishers and journals
- viii) Plagiarism-Pitfall
- ix) Use of plagiarism software like Turnitin, Urkund and other open source software tools, .

SEMESTER SYSTEM OF Ph.D COMMERCE

SEMESTER - I

Paper -713: Research Methodology-I

Total Mark: 100 (80+20) CH= 4

Unit-I: IPR AND CYBER LAW.

- i) Patents, Patent laws, process of patenting a research finding
- ii) Intellectual property (IP), Intellectual property right (IPR)
- iii) Copyright, Trademarks, GI
- iv) Cyber laws
- v) COPE

Unit-II: QUANTITATIVE DATA ANALYSIS

- i) Types of Data, Data Collection – Methods and Tools
- ii) Hypothesis testing
- iii) Normal and Binomial distributions and their property
- iv) Tests of significance: Student *t*- test, *F*- test, *Chi-square* test
- v) Correlation and Regression
- vi) ANOVA – One-way and Two-way, Multiple-range test

Unit-III: COMPUTER FUNDAMENTALS

- i) Introduction to MS-Office software: MS-Word(Track change)
- ii) MS-Excel
- iii) MS-Power Point
- iv) Features for Statistical Data Analysis Tool Pack, SPSS
- v) Tables, Figures and Pictures using Excel
- vi) Preparation of Posters
- vii) Electronic submission of manuscripts
- viii) Communication skills, oral and poster

Unit-IV: ADVANCED TOOLS & TECHNIQUES IN RESEARCH

- i) Indexing databases
- ii) Citation databases: Web of Science, Scopus, etc.
- iii) Research Metrics
- iv) Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
- v) Metrics: h-index, g index, i10 index, altmetrics
- vi) Open access publications and initiatives
- vii) SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
- viii) Software tool to identify predatory publications developed by SPPU
- ix) Journal finder /journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

SEMESTER SYSTEM OF Ph.D COMMERCE

SEMESTER – I

Paper – 714

Marks – 200 (4 CH)

Review Work

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

