

DESH BHAGAT UNIVERSITY

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SYLLABUS FOR Ph.D. EXAMINATION (2019)

Paper I: Research Methodology (30 Marks)

Basic Concepts of Research Methodology, Research Process, Review of Literature, Hypothesis Formulation, Research Design, Sampling, Data Collection Methods, Data Collection Instruments, Measurement Scales, Hypothesis Testing – Univariate, Bivariate & Multivariate Techniques, Data Processing, Report Writing.

Paper II: Recent Trends in Commerce and Management (Core) (40 Marks)

GROUP – I ACCOUNTING AND FINANCE

Management Accounting, Financial Management, Financial Statement Analysis, Indian Financial System, Management of Financial Services, Investment Management, Management Control Systems, Project Planning, Analysis and Management, International Financial Management, Behavioural Finance, Corporate Governance, Business Finance, International Accounting, Role of National Level Stock Exchanges, Venture Capital.

GROUP – II HUMAN RESOURCES

Human Resource Management, Organisational Behavior, Labor Legislation, Industrial Relations, Human Resource Planning, Strategic Human Resource Management, Performance and Compensation Management, Training and Development, Negotiating Skills, Participative Decision Making, Social Security, Labour Welfare, Human Resource Information Systems, Personal Effectiveness and Leadership, Total Quality Management, Stress Management, Dynamics of Trade Unions, School of Management Thoughts, Motivation and Leadership.

GROUP – III MARKETING

Fundamentals of Marketing Management, Advertising, Brand Management, Consumer Behaviour, Customer Relationship Management, Global Marketing, Industrial Marketing, Internet Marketing, Marketing Research, Marketing Strategy, Product Management, Retail Management, Rural Marketing, Sales Management, Supply Chain Management and Services Marketing,

GROUP – IV ECONOMICS

Fundamentals of Micro Economic and Macro Economics; Liberalization, Privatization and Globalization, Impact of WTO on developing economies, International Business & Models of Entering in International Business, International Trade Documentation, Institutional Infrastructure for Export Promotion, SEZ and its role in Indian Economy, Indian Trade Policy, Tariffs and Non-Tariffs Barriers, India as a Service Exporter and Challenges , Contemporary Issues of Indian Economy: FDI and Economic Growth, FDI in Retail Sector