



Chaudhary Devi Lal University  
Sirsa (Haryana)

SCHEME AND SYLLABUS  
OF  
M.PHIL. PROGRAMME  
(CHOICE BASED CREDIT SYSTEM)

(w. e. f. Academic Session 2017-18)

DEPARTMENT OF COMMERCE  
CHAUDHARY DEVI LAL UNIVERSITY,  
SIRSA

*Printed*

*Books*

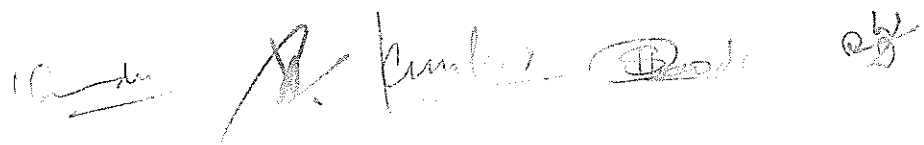
*P. V. Singh*

**MASTER OF PHILOSOPHY (M. PHIL.) - 2017-18 SCHEMF AND SYLLABUS  
(CHOICE BASED CREDIT SYSTEM)**

First Semester								
Type of course	Course Code	Title of Course	Teaching Hours per week	Credits	Internal Assessment/Valuation	End Term Examination	Total	Duration of Exams (Hours)
Compulsory	MPC-101	Research Methods in Commerce & Business	4	4	30	70	100	3 Hours
Compulsory	MPC-102	Analytical Techniques in Commerce & Business Research	4	4	30	70	100	3 Hours
Generic Elective - The students are required to Opt any one paper from Generic Elective in 1 <sup>st</sup> semester.								
Generic Elective	MPG-103	Contemporary Issues in Accounting & Finance	4	4	30	70	100	3 Hours
	MPG-104	Contemporary Issues in Marketing	4	4	30	70	100	3 Hours
	MPG-105	Contemporary Issues in Human Resource Management	4	4	30	70	100	3 Hours
	*	*		4	30	70	100	3 Hours
				16			400	
Second Semester								
Type of course	Course Code	Title of Course	Teaching Hours per week	Credits	Internal Assessment/Valuation	End Term Examination	Total	Duration of Exams (Hours)
Compulsory	MPC-201	Dissertation		12				
				12				
The Department of Commerce offers the following open elective course for the students of first and second semesters of other departments of the university								
Type of course	Course Code	Title of Course	Teaching Hours per week	Credits	Internal Assessment/Valuation	End Term Examination	Total	Duration of Exams (Hours)
Open Elective	MPO-101	Analytical Techniques in Social Science Research	4	4	30	70	100	3 Hours

The students of Department of Commerce will earn minimum four (04) credits by choosing some open elective courses offered by the different departments in the university other than the Department of Commerce.

Total Credits and marks of all four semesters		
Semester	Credits	Marks
I	12	300
II	12	300
OPEN ELECTIVE COURSES	4	100
	28	400



The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students will be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours

Max. Marks: 70

#### Unit I

Planning of Designing a Research Study: Choosing a Research Topic, Review of Literature: Goals of Literature Review Types of Reviews, Sources of Research Literature, Writing a Review  
Types of Research Design and Approaches of Experimental Designs: Randomized Two-Group Design, Solomon Four-Group Design, Factorial Design, Quasi-Experimental Design, Interrupted Time-Series Design, Qualitative Designs: Case Studies, Survey Studies, Focus Groups  
Formulation of Research Problem: Framing of Hypotheses Choosing Variables to Study

#### Unit II

Selecting Research Participants: General Approaches to Controlling Artifact and Bias, Introduction to Validity: Internal, External, Construct and Statistical validity Sources of Artifact and Bias, Methods for Controlling Sources of Artifact and Bias, Data Collection: Assessment Methods and Measurement Strategies, Sampling: Theory, Designs, Scales of Measurement, Psychometric Considerations

#### Unit-III

Reliability and Validity and their Relationship to Measurement, Methods of Data Collection, Questionnaire: Nature, Importance and Uses: Issues Involved in Designing of Questionnaire, Web-Based Questionnaires: Testing Validity and Reliability of Questionnaires  
Content Analysis: Conceptual Framework, Qualitative and Quantitative Models of Content Analysis, Relation of Content Analysis to Data Preparation, Analyses and Interpretation, Data Preparation, Data Screening, Constructing a Database Transforming Data, Data Analysis and Interpretation

#### Unit IV

Report Writing, Bibliography and Referencing  
Ethical Considerations in Research: Fundamental Ethical Principles Disseminating the Results of Research Studies Sharing the Results of Research Studies  
Presentation of Research Results Publication of Research Results

#### Suggested Readings:

1. Cooper, D. R. and Schindler, P.S., Business Research Methods, Tata McGraw Hill, New Delhi.
2. Levine, D.M., Krebbs T.C. and Berenson G.L., Business Statistics Pearson Education, New Delhi.
3. Gothari, C. R., Research Methodology.
4. Anderson, Sweeney and Williams: Statistics for Business and Economics, Thompson, New Delhi.
5. David Wilkinson and Peter Birmingham, Using Research Instruments: A Guide for Researchers Routledge Falmer, New York, 2003.

## MPC-102 ANALYTICAL TECHNIQUES IN COMMERCE & BUSINESS RESEARCH

The examiner is required to set nine questions in all. The first question shall be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hour

Max. Marks: 70

### Unit-I

Introduction to SPSS and E-View softwares, Data File Editing, Transformation and Cleaning, Descriptive Statistics, Testing of Hypothesis, Parametric Tests: One Sample t-test, Independent Samples t-Test, Paired Samples t-Test, Anova and MANOVA

### Unit-II

Non-Parametric Tests: Chi-Square, One-sample Tests, Two Independent Samples Tests, K-Independent Samples, Two Related Samples, K-Related Samples, Panel Data Analysis, Factor Analysis, Discriminant Analysis.

### Unit-III

Correlation and Regression Analysis, Testing the Assumptions of Regressions, Multicollinearity, Heteroscedasticity and Autocorrelation  
Basic Characteristics of Time Series Data, Examining Stationarity of Data, Granger Causality Test

### Unit-IV

Dummy Variables in Regression Analysis, Logit and Probit Models of Regression

### Suggested Readings:

1. Damodar N. Gujarati and S. Sangeven: Basic Econometrics, Tata McGraw Hill Publishers, New Delhi, Fourth Edition.
2. Rajendar Nargulkar, Marketing Research: Text and Cases, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2006.
3. Hair Joseph F., Multivariate Data Analysis, Pearson Education, Prentice Hall.
4. Naresh K. Malhotra, Marketing Research: Application to Contemporary Issues with SPSS, Pearson Education, Prentice Hall, First Edition, 2008.
5. G.S. Murthala, Introduction to Econometrics, Wiley India Publishers Third Edition.
6. I. Gusti Ngurah Agung, Time Series Analysis Using E-views, John Wiley & Sons.
7. Badi H. Baltagi, Econometrics Analysis of Panel Data, John Wiley & Sons, Third Edition



The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours

Max. Marks: 70

#### Unit-I

sub-prime crisis- reasons, impact, remedies and lessons to be learnt. Pricing of IPOs – Conceptual and research issues. Integration of capital markets the world over- reasons and techniques to measure such integration. Convergence of Accounting Standards and IFRSs.

#### Unit-II

Emerging issues in behavioural finance: Application of theories in investment decision making Financial inclusion and role of banks. Progress and bottlenecks

#### Unit-III

Financial risk management-types of financial risk. Role of derivatives in managing financial risk Strategic cost management techniques- Activity Based Costing, Life Cycle Costing, and Target Costing.

#### Unit-IV

Performance measurement and management-traditional methods; Value based methods Residual Income, Economic Value Added, Market Value Added; Balanced Score Card. Future of Corporate Reporting: Online reporting- An empirical understanding

#### Suggested Readings:

1. Mark Zandi, "Financial Shock: A 360° Look at the Subprime Mortgage Implosion and How to Avoid the Next Financial Crisis", FT Press, 2008.
2. Chi Lo, "Asia and the Subprime Crisis: Lifting the Veil on the "Financial Tsunami", Palgrave Macmillan.
3. Arif Khurshid, "Initial Public Offerings (IPOs)" *Managerial Finance* volume 33, Number 6.
4. Maurice Obstfeld and Alan M. Taylor, "Global Capital Markets: Integration, Crisis, and Growth", Cambridge University Press.
5. Keith Redhead, "Personal Finance and Investments: A Behavioural Finance Perspective", Routledge.

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Time: 3 Hours

Max. Marks: 70

### Unit-I

Social Marketing: Birth and evolution of Social Marketing, Social Marketing Elements, Potential and Limitations of Social Marketing.

Fashion Marketing: Concept, Fashion Marketing in Practice, why study fashion buyer, Fashion Consumer Decision Making, Fashion Marketing Research.

### Unit-II

Internet Marketing: Meaning, E-Commerce Incentives, Acquiring Customers on the Web, Consumer Concerns with E-Commerce, B2B E-commerce, Creating Internet Marketing Strategy.

Social Media: What is Social Media, Types of Social Media, Social Networking, Social Media Strategy, Communicating on Social Media, Creating Viral Campaign.

### Unit-III

Consumer Culture Theory: Concept, History, Relationship Between Service Dominant Logic, Emerging Topics in Marketing Research: Customer Engagement, Customer Citizenship Behavior, Service Convenience,

### Unit-IV

New Technologies of Marketing Research: Video ethnography, Netnography, Online Communities, Blogs & Blogging, Virtual Life Worlds, Data Capture and Data Mining.

### Suggested Readings:

1. Parsons, Elizabeth and Pauline Maclaran, Contemporary Issues in Marketing and Consumer Behaviour, Elsevier Ltd.: USA.
2. Coon, Kenneth E. and Donald Baack, Internet Advertising, Promotion and Marketing Communications, Fourth Edition, Pearson: New Delhi.
3. Jones, Alex, Trengrove, Anna, Malczyk and Justin Bencke, Internet Marketing, Gower: London.
4. Hasey, Mike, Fashion Marketing, John Wiley & Sons: UK.
5. Berry, W. Russell, Research in Consumer Behavior, Elsevier Ltd.: USA.

## MPC 305 CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set comprising 1 question from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours

Max. Marks: 70

### Unit-I

Strategic Human Resource Management: Definition and Components, Human Resources as Assets, The VRIO Framework, The investment perspective of Human Resources, Risk involved in investing in Human Assets, Factors determining the investment orientation of an organization.

### Unit-II

Difference between Strategic Human Resource Management and HR strategies, Link between HR strategy and Business Strategy, Strategic Fit: a conceptual Framework, Creating high performance work system: concept, fundamental principles, anatomy of High performance work systems, implementing the system, outcomes of high performance work systems.

### Unit-III

Human Resource Evaluation: Introduction, Definition and Overview, HRM and Firm Performance, Rationality of HR Evaluation, Measures of HRM performance.

### Unit-IV

The psychological contract: The psychological contract defined, The significance of the psychological contract, the nature of the psychological contract, How psychological contracts develop, The changing nature of the psychological contract, The state of the psychological contract, Developing and maintaining a positive psychological contract, The role of the psychological contract career management : Meaning of career terminology, career management methods.

Organisational citizenship behaviour: Introduction, forms of organisational citizenship.

### Suggested Readings:

1. Tanuja Agarwal, "Strategic Human Resource Management", Oxford University Press, New Delhi.
2. Scott Snell, George Bohlander, Veena Vohra "Human resource management", Cengage learning, New Delhi.
3. Peter Cappelli " talent on demand", Harvard business press, USA.
4. Michael Armstrong, "A Handbook of Human Resource Management Practices", Logan Page London, 2006.



## ANALYTICAL TECHNIQUES IN SOCIAL SCIENCE RESEARCH

MPS-101

The examiner is required to set nine questions in all. The first question will be compulsory consisting of short questions (2 marks each) covering the entire syllabus. In addition, five or more questions will be set comprising 10 questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Time: 3 Hours

Max. Marks: 70

Time: 3 Hours

Max. Marks: 70

## Unit-I

Introduction to SPSS and E-Views Software; Data Entry, Editing, Transformation and Cleaning, Descriptive Statistics, Test of Hypothesis, Parametric Tests: One Sample t-Test, Independent Sample t-Test, Paired Samples t-Test, Anova and Manova

## Unit-II

Non-Parametric Test: Chi-Square, One Sample Test, Two Independent Samples, K-Independent Samples, Two Related Samples, K-Related Samples, Panel Data Analysis, Factor Analysis, Discriminant Analysis,

## Unit-III

Time Characteristics of Time Series Data, Examining Stationarity of Data, Cointegration Causality Test, Correlation and Regression Analysis, Testing the Assumptions of Regressions, Multicollinearity, Heteroscedasticity and Autocorrelation

## Unit-IV

Discrete Variables in Regression Analysis, Logit and Probit Models of Regression

## Suggested Readings:

1. Damodar N. Gujarati and S. Sangeeta, Basic Econometrics, Tata McGraw Hill Publishers, New Delhi, Fourth Edition.
2. Rajendar Nargundkar, Marketing Research: Text and Cases, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2006.
3. Hair Joseph F., Multivariate Data Analysis, Pearson Education, Prentice Hall.
4. Anand K. Malhotra, Marketing Research: Application to Contemporary Issues with SPSS, Pearson Education, Prentice Hall, First Edition, 2008.
5. G.S. Maddala, Introduction to Econometrics, Wiley India Publishers, Third Edition.
6. A. Gusti Nugrah Agung, Time Series Analysis Using E-views, John Wiley & Sons.
7. Badi H. Baltagi, Econometrics Analysis of Panel Data, John Wiley & Sons, Third Edition

