

**Solapur University, Solapur**  
**Ph.D. Course work under Faculty of Commerce**  
**Paper-I**  
**Research Methodology & Information and Communication Technology (ICT)**  
**(w.e.f. 2011-12)**

**UNIT- I : RESEARCH METHODOLOGY**

- a) Meaning, Types of Research, Research Process & Steps in it, Hypothesis, Research Proposals & Aspects.
- b) Research Design – Need, Problem Definition, Variables, Different Research Designs, Research Design Process, Literature Survey & Review, Errors in Research.
- c) Data Collection – Primary & Secondary Sources
- d) Report Writing-  
Pre-writing considerations, Thesis Writing, Formats of Report Writing, Oral Presentation, Formats of Publications in Research Journals.

**UNIT-II : TESTING OF HYPOTHESIS**

Parametric Tests of Hypothesis, Chi-square Test, Analysis of Variance (ANOVA) & Covariance. Nonparametric Tests, Multivariate Analysis Techniques.

**UNIT-III : STATISTICAL METHODS**

Classification, Tabulation & Approximation, Measures of Central Tendencies, Dispersion, Skewness, Kurtosis & Moments, Correlation, Regression, Theory of Attributes & Association, The Chi-Square Distribution.

**UNIT-IV : INFORMATION TECHNOLOGY FOR MANAGEMENT**

Management Control of IT, Information Technology Issues for Management, Societal Implication & Future with Technology.

**UNIT-V : INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)**

- a) Definition of ICT, Related Concepts & Terminologies
- b) Information Processing Cycle.
- c) Uses of ICT Tools, Impact of ICT on Educational, Social & Economic Development.

## **UNIT-VI : WORK PROCESSING**

- a) Word Processing package & Their uses creating Document & Saving Document,
- b) Editing Text in Word Processing Document,
- c) Formatting Word Processing Document
- d) Inserting Tables & Symbols in work Processing Documents.
- e) Printing Word Documents with various Prints Options.

## **UNIT – VII : THE USE OF INTERNET IN RESEARCH**

- a) Internet -

Concept, Requirement & Terminologies of Internet – Browsing the internet with the help of some features of browser window e.g. address, standard & Formatting bars, URLs – Assessing Information From Internet, Downloading Information from the Internet, Accessing, Copying & Pasting information from internet to a different Application e.g. Word.

- b) Impact Factor

E-Information, H-index, citation Index & E-submission e-journal, e-review, GIS & GPS, Graphics & Maps.

- c) Project work & Research Report –

Searching information from the internet-Copying, pasting & saving information from the web onto word processing document- Formatting & Editing information – Sharing information through e-mail attachment – Accessing the printing attachment.

## **REFERENCES :**

- 1) Kothari, C.R. (2008), 'Research Methodology – Methods & Techniques', News Age International Publishers, 4835/24, Ansari Road, Daryaganj, New Delhi- 110002.
- 2) Thakur, Devendra (2000), Research 'Methodology in Social Sciences', Deep & Deep Publication Pvt. Ltd., F-159, Rajouri Garden, New Delhi – 110 027.
- 3) Henry C. Lucas, Jr. (2000) – Information Technology For Management, Tata McGraw-Hill Publishing Company Ltd., 7 West Patel Nagar, New Delhi – 110 008.
- 4) Krishnaswamy K.N., Sivakumar, Appa Iyer & Mathiranjani M (2006), Management Research Methodology, Integration for Principles, methods & Techniques, Pearson Education, New Delhi.
- 5) Goode, I and Hatt P.J. Methods in Social Research, New York, McGraw Hill.
- 6) Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi.

**Solapur University, Solapur**  
**Ph.D. Course Work under Faculty of Commerce**  
**Paper-II**  
**Subject – Recent Trends in Commerce**  
**( w.e.f. 2011 – 2012 )**

- Unit I :** Global – commerce, e - payment, e – banking and e – tailing. E – commerce applications : issues and prospects.  
Role of Govt. in development of e – commerce in developing countries.  
Concepts of e – commerce : B 2 B e – commerce, B 2 C e-commerce, B 2 G e – commerce, C 2 C e – commerce.
- Unit II :** M – commerce :- M – commerce in cloud computing environment, Customer relationship in management (C R M) in M – commerce. RFID and barcodes for M – commerce services.
- Unit III :** Social Commerce :- Emerging trends in Social Commerce :  
Social Shopping Cart, Personalised recommendations, Shop on face book, Social currency, Share purchases with friends before buying, Social rewards.
- Unit IV :** Managing IT system in modern business. IT system in Business Environment. IT and Business intelligence. Internet modeling. Data mining and decision support system. IT and business services.
- Unit V :** New trends in international trade : Emerging business model : Just in time system, supply chain security, Just in case system, Outsourcing to local parties, Internationalization of SMEs.
- Unit VI :** Service Marketing : Contribution of service industry to Indian economy and world economy, Components of Integrated service management, Service quality, Service management, IT service management. Service Process Management.

**Reference Books :-**

1. E-Commerce and E – Business :- Zorayda, Ruth Andan
2. Singh K, “The future of E Commerce”, London, Kornik Media
3. Lang, T, 2010, “Trends in E Commerce” 2010, Hannover
4. WTO, 2005b, “ International trade statistics 2004, April 2005, Geneva.
5. World Bank, 2005, “Global Economic Prospects 2005” Washington D. C.
6. Govind Apte, “ Service Marketing”, Oxford Press.
7. K. Ram Mohan Rao, “Services Marketing”, Pearson Education.

**Solapur University, Solapur**  
**Ph.D. Course Work under Faculty of Commerce**  
**Paper-III**  
**Subject - Modern Topics in Management**  
**( w.e.f. 2011 – 2012 )**

**Unit - I : Management in the era of Globalisation** – Meaning , History of Globalisation, Role of Multinational companies , effects of globalisation on overall Management scenario – technological, legal, quality, human resource management. Current Trends In Strategic Management -Trends in the external environment of business, new directions in strategic thinking in the era of Globalisation

**Unit – II** : Creating excellence in Management – Total Quality Management ( TQM) : Concept, Major ingredients of TQM, Six Sigma, ISO Quality Standards, Disaster Management – Concept, types of disaster, mitigation / prevention of disaster

**Unit – III:** Organisational behaviour – Meaning and importance of Organisational behaviour ( OB) , contributing disciplines to OB, Evolution of OB. Fundamentals of Individual behaviour – Personality, perception, attitude, values, learning – theories of learning.

**Unit – IV:** Emerging Trends in Human Resource Development – ( HRD)

1. Concept, Distinction between Human Resource Management ( HRM ) & HRD, Need, Objectives, mechanism of HRD. Human Capital - Concept of human capital and its elements.

2. Emotional Quotient – Concept of EQ & its elements , emotional intelligence – concept of EI , its role in performance of individual. Talent Management – Concept, relevance in 21 st century, Managing / maintaining talent.
3. Spirituality in Management – An approach , Relationship between spirituality and performance, Basic Principles of Indian Ethos for Management.
4. Stress Management – Meaning , sources of stress , consequences of stress, strategies to reduce environmental stress, coping with stress.

**Unit – V :** Organisational change and Development – Concept and nature of change, forces of change , resistance to change, process of change, approaches for reducing resistance to change , managing change. Organisational Development ( OD ) – Concept , foundation of OD, Characteristics of OD, OD Process, OD techniques or interventions.

**Unit - VI:** Corporate Governance & Ethics – Concepts – Corporate Governance, Business Ethics and social responsibility. Principles of corporate governance, models of corporate governance. Ethics – Understanding ethics, ethical dilemma, formation of individual ethics, developing codes of ethics, ethical leadership – importance , three dimensions of ethical leadership. Social responsibility – Arguments for social responsibility , social responsibility towards different groups. Quality of work life, work life balance – Concept of work life balance, its importance, factors of change emphasizing work – life balance, corporate strategies for work life balance.

**List of Books Recommended**

- 1) Management – James Stoner, Freeman and Gilbert, 6 th edition , pearson education 2004.
- 2) Management – John Schermerhorn , Wiley , India 2010 reprint.
- 3) Management Today – Gene Burton and Munab Thakur , Tata Macgraw hill publishing, New Delhi – 2005.
- 4) Management – Griffin, AITBS publishers , New Delhi – 2005
- 5) Total Quality Management – D.D.Sharma.
- 6) Management & Behavioural process – K. Shridhar Bhat, Himalaya Publishing First Edition 2005.
- 7) Organisational Behaviour – Robert Kreitner , Angelo Kinicki – Mcgrew hill 7th international edition.
- 8) Human Resource Management – Dr. C.B.Gupta , Sultan Chand & Sons New Delhi – 2006 reprint.
- 9) Human Resource Management – Biswajeet Pattanayak , PHI , Learning Pvt. Ltd. 2009.
- 10) Spirituality in Management – S.K. Chakraborty , Debanshu Chakraborty - Oxford University Press , New Delhi – 2008.
- 11) Organisation behaviour and corporate development M.N. Mishra . Himalaya Publication , 1 st Edition 2003.
- 12) Business Ethics and Corporate Governance – S.K. Bhatia , Deep & Deep Publications Pvt Ltd. New Delhi – 2004.

Solapur University, Solapur

Ph.D Course Work under Faculty of Commerce

Paper-IV

Subject-Advanced Development in Accountancy (Elective P-I)

(W.E.F.2011)

**1. IFRS**-Ifrs Implementation And Challenges In India, Adoption Of Ifrs Worldwide And In India, Transition To Ifrs, Major Differences In Indian Gaap And Ifrs, Accounting Standards, . Accounting Principles And Gaap Development And Study Of Accounting Standards. Study Of Indian Accounting Standards And International ,Accounting Standards Issued Upto The Beginning Of The Current Academic Year.

**2. Control Accounting** – Budgetary Control, Zero Base Budgeting, Performance Budgeting, Economic Value Added, Balanced Score Card, Responsibility Accounting, Value Analysis.

**3. Latest Development In Accounting.**

**Mergers And Acquisitions**-Objectives, Motives of M&A, Stages Of Mergers And Transactions, Major Causes Of M&A Failurs. Case Studies, Practical Problems .

**Derivatives And Option Pricing Theory**-Meaning, History And Characteristics Of Derivatives, Spot Contract And Forward Contract, Future Contract, Call And asset Pricing Models.

**4. Forensic Accounting**-What Is Forensic Accounting? Economic Crime Investigations, Need Of Forensic Accounting , Fraud Deterrence Internal/External Audit

**5. Responsibility Accounting And Divisional Performance Management**- Learning Objectives, Need Of Decentralisation/Divisionalisation, Types Of Responsibility Centres, Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Meaning Of Responsibility Accounting, Measuring Divisional Performance, Transfer Pricing, Objectives Of Sound Transfer Pricing System, Methods Of Transfer Pricing.

**6. Coordination And Auditing In A Global Environment,-**

Organizational Governance And The Role Of Internal Auditor

Providing Value-Added Internal Audit Services

Types Of Internal Audit Services: (Attestation, Performance, Quick Response, Assessment, Facilitation, Remediation)

Risk Assessment And Allocation Of Audit Resources

The Management Audit Process

Types Of Audit- Energy Audit And Environmental Audit, Social Audit, Concurrent Audit --- Investigations.

Cost Audit-Meaning, Advantages, Scope And Preparation Of Cost Audit.

**References-**

1. Khan M.Y. And Jain P.K., Management Accounting, Tata Mcgrow Hill, New Delhi.
2. Charles T. Horngren, Introduction To Management Accounting, Prentice Hall Of India, New Delhi.
3. Horngren, Charles T., George Foster And Shrikant M. Daliar : Cost Accounting -A Managerial Emphasis, Prentice Hall, Delhi.
4. Pandey I. M. : Management Accounting, Vani Publication, Delhi.
5. Welsch Glenn A., Ronald W. Hilton And Paul N. Gordon : Budgeting, Profit Planning And Control, Prentice Hall, New Delhi.
6. Manmohan & Goyal : Principles Of Management Accounting.
7. Maheshwari : Principles Of Management Accounting.
8. Financial Management-Dr.P.C.Tulcian
9. .Financial Management-Ravi M.Kishor
10. Cost Accounting –Methods And Practice- B K Bhar
11. Cost Accounting – Jain And Narang
12. Cost Accounting - Jawahar Lal
13. Practical Auditing-Kamal Gupta
14. Practical Auditing-Tandon
15. Contemporary Issues In Accounting And Research, Babutosh Banerjee, Calcutta.
16. Environmental Accounting, Dr. N. Das Gupta
17. Accounting Theory, L. S. Porwal
18. Management Accounting, N. P. Srinivasan
19. Cost And Management Accounting, Ravi M. Kishore
20. Indian Journal Of Accounting
21. Indian Journal Of Commerce
22. Management Accountant
23. Chartered Financial Analyst
24. Chartered Accountant

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**Paper-IV**  
**Sub.-Advanced Development in Marketing Management (Elective P-II)**  
**w.e.f. 2011-12**

Unit 1

Marketing Research - Importance, Nature and Scope; Market potential analysis - uses and methods, Sales forecasting - Subjective and Objective measures, Methods of Sales analysis, Distribution Cost analysis, Measuring Brand equity.

Unit - 2

Product research - Meaning, Objectives; Need for new product, New product development process - Developing product specifications : Data gathering - techniques - Self reporting models, Conjoint analysis. Product Testing - Paired comparison test; Test marketing -. Uses and Methods - Pretest market research, Full scale test marketing, Electronic Test market, Simulated test market.

Unit - 3

Pricing research Skimming and penetration pricing research. Measuring price sensitivity -Pre purchase Low and High Control measures; Purchase Low and High Control measures. Distribution research - Attitude studies of channel members - Surveys. Research on Channel activities and performance. Research by channel members - Attitude and Image studies; Location studies - Trading area analysis.

Unit - 4

Advertising research - Advertising objectives and product appeals, Copy testing measures and methods Creative strategy research - before and After Tests, Media research and Audience measurement.

Unit -5

Consumer research - Nature and importance of consumer attitudes; Measurement of consumer attitudes- Rating Scales; Multidimensional scaling :Motivation research techniques - uses and limitations.

Measuring customer satisfaction - Research process. Designing customer satisfaction surveys and analyzing survey results. Measuring service quality - SERVQUAL technique.

## Unit 6

Marketing Information System. : Marketing Information – Market Research, Market segmentation, Database Marketing.

## Unit 7

Marketing and Society: Social Responsibility and Marketing Ethics , value marketing  
Social Marketing : Tools of Social Marketing, Social marketing theory, ethics in social marketing, Futures of social marketing.

8. Globalization and Marketing strategy : Impact of globalization on marketing strategy in India.  
Challenges before Global Marketing Manager. New global strategy for marketing.

**Books recommended :-**

- 1 Marketing Management – Kotler, Keller, Kashi & Jha,
2. Marketing Management – Evan & Berman, Cengage Publication
3. [Market Research: A Guide to Planning, Methodology and Evaluation](#) By [Paul Hague](#).
4. [Introducing Marketing Research](#) by Paul Baines, Bal Chansarkar. 350 pg
- 5 [Ethics in Social Marketing](#) by Alan R. Andreasen
- 6 [Social Marketing](#) by Nancy Le
- 7 [Pricing strategy](#) Bernard Taylor, Gordon
8. [Global Marketing Management, International Student Version, 5th Edition](#)  
by Masaaki (Mike) Kotabe

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**Paper IV**

**Sub- Advanced Development in Human Resource Management ( Elective P-III)**

**w.e.f 2011-12**

**Unit – I – Human Resource Management** - Meaning & nature of HRM, Scope of HRM, Importance of HRM, Functions of HRM, Future of HRM , Limitations of HRM, HRM & Personnel Management - Two Different Perspectives of HRM – Hard & Soft , Human Resource Management & Human Resource Development .

**Unit – II – Human Resource Planning** : Definition, Importance, Need , Benefits of Human Resource Planning , Process, Components of Manpower Planning – Short Range analysis , long range analysis , Human Resource and Strategic Planning.

**Unit –III – Job Analysis , Job specification , Job Evaluation** : Purpose and Uses of Job Analysis , Steps in Job Analysis, Techniques of Job Analysis, Job Description - Uses of Job Description, Developing Job Description, Guidelines of writing ‘ A Job Description ‘ , Limitations of Job Description.

Job specification – Meaning and importance , Job Evaluation – definition, objectives , principles, basic procedure of job evaluation, advantages of job evaluation, limitations . Basic job evaluation methods – Ranking system, job classification and grading method , the point system.

**Unit –IV – Recruitment & selection process**

Factors affecting recruitment - recruitment policy, prerequisites of a good recruitment policy, theories regarding recruitment , steps in recruitment process, sources of recruitment - Internal, external, methods or techniques of recruitment – Direct , indirect .

Selection Procedure – Steps, Application Blank or application form , Bio – Data, Biographical inventories , reference checks.

Topic IV continued ---

Gender issues in HRM - special issues in the recruitment of female personnel , the issue of work life balance, gender and communication, arguments for and against the female work force, female work force in multinational companies – the trends .

**Unit – V – Training, Development and performance Management**

A. Objectives and need for training, process of training, methods of training, Components of Management development Programme , organisational climate for management development , pattern or outline of a sensitivity training Programme , Developing spirituality and the attitude of Nishkam Karma through training - the importance of the same , training to develop emotional intelligence - relevance of the same in improving performance.

B. Performance Management System - Definition, Concepts and ethics , different methods of performance appraisal, rating errors, Competency Management .

**Unit VI – Internationalisation of HRM :** Reasons for Growing importance of understanding the international HRM , National Culture & HRM, Going international - parent subsidiary relationships – Parent company perspective, ethnocentric strategy , polycentric strategy , global strategy , subsidiary perspective – Host country culture , Host country institutions , Subsidiary location , dependence on local resources , overseas training. HRM in joint ventures - The nature of difficulties , dealing with difficulties associated with HRM in international joint ventures, tackling the cultural problems , the socio cultural issues.

**Books for Reference –**

1. Human Resource Management and Human relations - by V.P. Michael  
Himalaya Publishing House.
2. Human Resource Management – ethics and employment – Edited by Ashly  
Pinnington , Rob Macklin & Tom Campbell – Oxford University Press.
3. International Human Resource Management – by Monir H. TAYEB - Oxford  
University Press
4. Human Resource Management - by S.D. Geet , A.D. Deshpande, Mrs  
Asmita A. Deshpande – Nirali Prakashan.
5. Human Resource Management – by C.B. Memoria , S.V. Gankar –  
Himalaya Publishing House
6. Management – by Gary Dessler – Pentice Hall Publication.
7. Spirituality in Management – by S.K. Chakraborty, Debangshu Chakraborty

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**Paper-IV**

**Sub.– Advanced Development in Business Economics & Bank Management (Elective P-IV)**  
**(w.e.f. 2011-12)**

- UNIT I :** Empirical Evidence of Consumption Function-absolute income, relative income, life cycle & permanent income hypothesis. High powered money & Money Multiplier. RBI's approach to money supply. Classical, Keynesian & monetarist approaches to inflation. Policies to control inflation.
- UNIT II :** Revision of Demand theory by Hicks. Demand & Supply equilibrium cobweb theorem; lagged adjustments in interrelated markets. Theory of second best. Arrow's impossibility theorem.
- UNIT III :** Role of agriculture in Indian economy. Production & productivity trends in agriculture. Food security. Agricultural credit. Infrastructural facilities – Irrigation, Power, Marketing, Transport, Research & Development.
- UNIT IV :** Trends in Industrial production & productivity. Small Scale Industries role, performance & problems. Industrial Policy. EXIM Policy, FEMA, India & WTO, IMF, ASEAN, EU.
- UNIT V :** Progress of Banking in India since 1969. Narasimham Committee (I) Report 1991 on the financial system – follow – up action. Narasimham Committee (II) 1998 recommendations – follow – up action. Industrial Finance & Financial Institutions – IFCI, SFCs, IDBI, ICICI, SIDBI, IIBI.
- UNIT VI :** Indian Money Market, Indian Capital Market. Stock Exchange in India. SEBI. Merchant Banking. Leasing & Hire Purchase Companies, Mutual Funds, Venture Capital Funds.

**REFERENCES :**

- 1) Datt, Ruddar, Sudhram K.P.M., Indian Economy, S. Chand & Company Ltd., New Delhi. Latest Edition.
- 2) Shekhar, K.C.; Shekhar, Lekshmy, Banking Theory & Practice, Vikas Publishing House Pvt. Ltd., New Delhi – Latest Edition.
- 3) Ahuja, H. L., Ahuja Amit, (2009), Business Economics, S. Chand & Company Ltd., New Delhi.
- 4) Ahuwalia, I.J. Industrial Growth in India, Oxford University Press, New Delhi.
- 5) Kreps, David M. (1990), A Course in Microeconomic Theory, Princeton University Press, Princeton.
- 6) Koutsoyiannis, A (1979), Modern Microeconomics, Macmillan Press.
- 7) Hal R. Varian, (2010) Micro Economic Analysis, Viva Books. Pvt. Ltd., New Delhi.