

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Advanced Knowledge in Commerce & Management

Name of the Course: Ph. D. Course Work Paper No. 3

(Syllabus to be implemented from w.e.f. June 2021)

The general objectives of the course work are:

1. To equip the Research students with latest knowledge in the Commerce & Management relating to theory and research.
2. To orient the students for comprehending, analyzing and critically assessing the business realities and commerce & management perspective.
4. To prepare the students for undertaking research, jobs in Colleges/Universities/Research Institutions, various Government Departments and Companies in public sector as well as private sector.

Specific Objectives:

- 1] To learn some of the recent theoretical perspectives in commerce & management.
- 2] To acquire analytical and interpretative skills so as to pursue career in research.

<p>I. Recent Trends in Marketing</p>	<ul style="list-style-type: none"> • International Marketing, • E-Marketing, • Green Marketing, • Social media Marketing, • Emotional Marketing, • Virtual marketing, • Customer Relationship Management <p>Service Marketing –</p> <ul style="list-style-type: none"> • Types of Services • Significans of marketing of services • Challenges before marketing of services 	<p>06 hrs, 0.5 Crcdit 10 Marks</p>
<p>II- Recent Trends in Management</p>	<ul style="list-style-type: none"> • Talent Management Systems: • Theory and Practice • Components and benefits - challenges of TMS – • Monitoring and Evaluating Talent Management Systems 	<p>24 hrs. 2.5 Credit 40 Marks</p>

	<ul style="list-style-type: none"> • Developing and Retaining Talent • Ethics in HRM • Understanding Indian and western conceptualisations and theories of ethics, ethical dilemma, ethical climate, • Harassment and discrimination at the workplace, • Ethical issues in HRM. 	
III-Recent Trends in Accountancy	<ul style="list-style-type: none"> • International Financial Reporting Standards and Indian Accounting Standards- Implementation & Challenges in India • Meaning of IFRS, IFRS Foundation and its structure, need of global accounting standards, procedure to set IFRS. • IFRS in India: Extent of IFRS application, relevant jurisdictional authority in India. • Indian Accounting Standards as notified in section 133 of the Companies Act, 2013: • Ind AS 1: Preparation of Financial Statements <p>Ind AS 2: Inventories</p> <p>Ind AS 12: Income Taxes</p> <p>Ind AS 16: Property, Plant and Equipment</p> <p>(Broad understanding of concepts is expected),</p>	<p>24 hrs. 2.5 Credit 40 Marks</p>

IV- Recent trends in banking and finance	<ul style="list-style-type: none"> • Evaluating Trends in Modern Banking • Financial Inclusion-Need, • Micro Credit, • Banking Products and Services, • Credit Rating Models in Banks, • NRLM and SRLM. • Recent Developments in Capital market and Banking Sector. 	6 hrs. 0.5 Credit 10 Marks
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UNIT	HOURS	CREDIT	MARKS
I. Recent Trends in Marketing	06 hrs,	0.5 Credit	10 Marks
II- Recent Trends in Management	24 hrs.	2.5 Credit	40 Marks
III-Recent Trends in Accountancy	24 hrs.	2.5 Credit	40 Marks
IV- Recent trends in banking and finance	6 hrs.	0.5 Credit	10 Marks
TOTAL	60	6	100

REFERENCE BOOKS -

Management -

1. Principles and Practice of Management - L.M Prasad
2. An Introduction to Business Organisation and Management - Singh and Chhabra
3. Business Management in 21st Century - R. K Desai
4. Management Concepts and Strategies - J.S Chandan
5. Principles and Practice of Managements- A New Horizon - Jaya Bhattacharya
6. Taxmann's Principles of Management - Dr. Neeru Vasisth
7. Vyavasaay Vyavasthapan - Dr. Prabhaker deshmuKh
8. Personnel and Human Resource Management – P.Subba Rao, Himalaya Publishing House.

Marketing -

1. Principle of Marketing by Kotler & Armstrong – Pearson, LPE 9th edition
2. Marketing Management – Arunkumar N. Meenakshi – Vikas Publishing
3. Marketing Management – Text & Cases by S H H Kazami – Excel Books
4. Marketing Management – Stanton – McGraw Hill
5. Marketing Management by Kotler, Keller & Koshti - Tata McGraw Hill
6. Marketing Management – Text & Cases by Tapan Panda – Excel Books
7. Marketing Management by S.A Sherlekar – Himalaya Publishing House
8. Marketing Management (Text & Cases in Indian Context) by Karunakaran– Himalaya Publishing House
9. Marketing: Marketing in 21st Century – Berman – Biztantra (Willy India Pvt. Ltd.)
10. Basics of Marketing Management – R.B. Rudani - S. Chand & Company Ltd.
11. Marketing Management – Philip Kotler.

Business Economics and Banking -

1. Business Economics and Business Environment, by S.K. Misra and V.K.Puri. Pub- Himalaya Publishing House, Mumbai.
2. Business Economics, by V.G.Mankar, Pub- Macmillan Publishers India Ltd.
3. Principles of Microeconomics, by H.L.Ahuja.
4. Economics Environment of Business (Microeconomics Analysis),by H.L.Ahuja
5. Money, Banking, International Trade and Public Finance. By –D.M.Mithani, Pub- Himalaya Publishing House, Mumbai.
6. Banking Theory and Practice, by K.C.Shekhar and Lekshmy Shekhar, Pub- Vikas Publishing House Pvt. Ltd., New Delhi.
7. Modern Economic Theory, by K.K. Dewett, Pub- S.Chand Pub, New Delhi.
8. Banking Theory, Law and Practice, Prf. E.Gardon and Dr.K.Natrajan, Himalaya Publishing House, Mumbai.
9. Law and Practice of Banking (16th Ed.) by Prof. S.R. Davar. , Pub- Progressive Corporation Pvt. Ltd., Bombay.
10. Banking Theory, Law and Practice by K.P.M. Sundharam and P.N. Varshney, Pub-Sultan Chand & Sons, New Delhi.

Accountancy –

1. Ravat D.S (2010) – student’s Guide to Accounting standards –Taxmann Publications pvt .ltd –NewDelhi.
2. Renaye kantayya IND –AS:A road map of IFRS in India ,department of commerce ,central university of Karnataka .
3. Shah, k.2014. IFRS &India: Opportunities &challenges ,Global journal of multidisciplinary studies ,3(9) 165-188.
4. Sunita Ajay kumar Rai (2012). “IFRS –Problems &challenges in first time adoption”, International indexed referred research Journal,ISSN -2250-2556,vol.1.
5. Venkatesh .D& professor Venkatesh –Opportunities and challenges in Adopting IFRS in India.

Webliography

www.ifrs.org

www.pwc.services.in

www.iasplus.com

www.mca.gov

www.icaai.org

www.zenonpub.com