

Solapur University

M.PHIL& PH.D COURSE WORK UNDER FACULTY OF COMMERCE

PAPER-I (COMPULSORY) (W.e.f-2014-15)

RESEARCH METHODOLOGY

UNIT-I : - Scientific Method and Research

- a) Meaning of Scientific Method.
- b) Characteristics of Scientific Method.
- c) Assumptions of Scientific Method.
- d) Limitations of Scientific Method.
- e) Meaning of Scientific Research.
- f) Steps of Scientific Research.

UNIT-II :- Formulation of problem and Hypothesis

a) Formulation of Problem.

- i) Meaning of Formulation of Problem.
- ii) Factors in Formulation of Research.
- iii) Process of Problem formulation.
- iv) Sources of Research Problem.

b) Hypothesis.

- i) Definition of Hypothesis.
- ii) Characteristics of good or usable Hypothesis.
- iii) Sources of Hypothesis.
- iv) Types of Hypothesis.
- v) Difficulties in Formulation of Hypothesis.
- vi) Testing of Hypothesis.

UNIT-III :- Sampling Designs.

- a) Census and sample Methods.
- b) Theoretical basis of Sampling:-
 - i) Law of statistical Regularity.
 - ii) Law of Inertia of large numbers.

- c) Essentials of Sampling.
- d) Precision of sampling.
- e) Errors in Sampling.
- f) Sampling and Non Sampling Errors.
- g) Methods of Sampling:-
 - i) Probability Sampling:- Simple Random , Systematic, Stratified, cluster, Area , Multistage, Proportional, Sequential Sampling.
 - ii) Non Probability Sampling:- Convenience , Quota , Snowball, Judgment.

UNIT-IV : - Quantitative Method.

- a) Use of quantitative method in research.
- b) Types and Sources of data.
- c) Data analysis for specific type of data.
- d) Tabulation and graphical representation.
- e) Central tendency
- f) Dispersion.
- g) Correlation.
- h) Regression.
- i) Use of chi-square.
- j) Steps involved in applying chi-square test.
- k) Non parametric or free distribution test.
- l) Testing of Hypothesis for non-parametric data.

UNIT-V :- Computer application for research.

- a) Word Processing.
- b) Data Processing.
- c) Graphical Processing.
- d) Use of web-2 tools for research.
- e) Use of excel.
- f) Use of SPSS.
- g) Use of graphical software.
- h) Use of multimedia tools.

References:-

Sharma Jai Narain, (2011) ,Research Methodology the Discipline and its Dimensions, Deep and Deep Publication Pvt. Ltd. New Delhi.

Gupta S.C, Fundamentals of Statistics, Himalaya Publication House, Bombay.

Rajaram V,(1996), Fundamentals of Computers, Prentice Hall of India,

Sinha P. K ,(1992) , Computer Fundamentals, BBP Publications , New Delhi.

Goode W. and Hatt P, (1982), Methods of Social Research, McGraw Hill, New York.

Kothari C. R, (2008), Research Methodology- Methods and Techniques, Wiley and Eastern Ltd. New Delhi.

Jain GopalLal ,(2003),Research methodology-Methods Tools and Techniques, MangaldeepPublication,Jaipur.

Devarajan G,(2011), Prolegomena to Research Methodology, EssEss Publication, New Delhi.

S.Mohan&R.Elangoan, (2007), Research methodology in Commerce,Deep and Deep Publication Pvt. Ltd. New Delhi.

PandeyRamakant, (2012), Operation Research, Vakratund Publication, Mumbai.

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DR.SHAIKH A.A
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MEMBER

Solapur University, Solapur
M.Phil/Ph.D. Course Work under Faculty of Commerce
Paper-II
Subject – Recent Trends in Commerce
(w.e.f. 2014 – 2015)

- 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.

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M.Phil/Ph.D Course Work under Faculty of Commerce

Paper-III

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

(W.E.F.2014-15)

1. International Financial Reporting System -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 Failures. 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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M.Phil/Ph.D. Course work under Faculty of Commerce
Paper-III
Sub.-Advanced Development in Marketing Management (Elective P-II)
w.e.f. 2014-15

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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M.Phil/Ph.D Coursework under Faculty of commerce

Paper-III

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

w.e.f 2014-15

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-III

Sub.– Advanced Development in Business Economics & Bank Management (Elective P-IV)
(w.e.f. 2014-15)

- 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) Ahuwallia, 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.