Veer Bahadur Singh Purvanchal University, Jaunpur U.P.

Syllabus for Pre-Ph.D. course work of Commerce as per NEP-2020 guidelines
w.e.f. Academic Session 2022-23

Subject prerequisites :

To study the subject, a student must have passed **Master's Degree in Commerce**

Programme outcomes (POs) :

After completing this Course, the scholars shall be able to :

PO1. Use different research methodologies successfully

PO2. Structure and present their research according to the APA/MLA stylesheet

PO3. Understand and avoid plagiarism and other academic malpractices

PO4. Enhance the skills of computer applications in caring out the research work

PO5. Effectively conduct the research relevant to the contemporary scenario

Programme specific outcomes (PSOs) :

Scholars will be able to:

PSO1. Read, analyse and comprehend the basic and advanced rules of research methodology

PSO2. Apply the knowledge of research documentation for communicating and presenting the findings

PSO3. Understand the nature of business theories and explore the concepts in further details

PSO4. Enhance research skills and comprehend the fundamental knowledge of research writing

List of all papers of Pre-Ph.D. course work or Post graduate diploma in Research (PGDR)

Year	Sem	Course Code	Course Title	Theory/ Research	Credit	Max. Marks
6	XI	C011101T	Advanced Marketing and Human Resource Management	Theory	6	100 [25(CIE)+75(UE)]
		C011102T	Advanced Financial Management	Theory	6	100 [25(CIE)+75(UE)]
		C011103T	Research Methodology, Research Publication Ethics and Computer Applications	Theory	4	100 [25(CIE)+75(UE)]
		C011104R	Research Project	Research	-	100 [25(CIE)+75(UE)]

Credit system:

- A four (4) credit theory course/paper will have four Lectures/periods (of one hour) in a week. In one full semester the course will be covered in 60 Lectures.
- Similarly, a six (6) credit theory course/paper will have six Lectures/periods (of one hour) in a week. In one full semester the course will be covered in 90 Lectures.

Continuous Internal Evaluation (CIE) of 25 marks:

- Continuous internal evaluation will be performed by the teacher/ course coordinator concerned.
- CIE shall be 25% of total assessment in a Theory paper and research project.
- 25 marks shall be distributed as 5 marks for attendance, 5 marks for presentation and assignment and remaining 15 marks for class test.

Marking system:

- All papers will have a total maximum mark of 100, including both CIE and University Examination (UE). Maximum marks of 25 will be allotted to CIE and 75 to UE in a theory paper/ research project.
- The CIE of the research project shall be evaluated by the research supervisor and co-supervisor (if any).
- 75 marks of **research project** shall be distributed as 50 marks project work and presentation and a viva voce of 25 marks.

- The evaluation (Max Marks 75 UE) of the research project shall be done by internal examiner/s (Supervisor and Co-supervisor (if any)) and one external examiner appointed by the University.

Research Project Submission:

- The evaluated research project report in two sets of hard copy (spiral binding) must be prepared. One copy of it shall be submitted to the university if it demands. A second copy of the evaluated research project report must be in the records of the college/research centre.
- The format of university Ph.D. thesis writing guidelines can be used as format of Research project writing guidelines.

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)		Semester: XI
Subject : Commerce			
Course Code: CO11101T	**Course Title : Advanced Marketing and Human Resource Management**		
Course Outcomes (COs)			
After completing this course the scholars shall be able to:			
CO1 : Use contemporary theories for the analysis and interpretation of Advanced Marketing and HRM texts			
CO2 : Comprehend the nature and scope of Advanced marketing and HRM			
CO3 : Apply the contemporary Advanced Marketing and HRM theories as methodologies for their research			
Credits: 6	**Core Compulsory**		
Max. Marks: 25 (CIE) + 75(UE)	**Min. Passing marks: 55**		
Total number of lectures: Lectures-Tutorial-Practical (6 hours in a week) L-T-P: 6-0-0 **(90 hrs.)**			

Unit	Topics	No. of Lecture Hrs.
I	**Marketing Concept :** Marketing in the present millennium - challenges & issues; Recent trends of marketing. Applications of Digital Marketing, EPRG framework; International marketing strategy.Theory of Planned Behaviour, UTAUT2 model.	15
II	**Marketing strategy Research :**	18

	Steps in marketingplanning process, Components and techniques formarketing strategies, Methods for marketing planning.Brand Equity, Types of Media research, Methods ofpre and post testing of advertising, Data Sources formedia research.Surrogate advertising	
III	**Recent Trends in Marketing Management :** Rural intervention organization and its marketing strategies, Challenges of rural marketing: Green Marketing, Sports Marketing, Tourism Marketing, Service Marketing.	**18**
IV	**International implications of HRM :** Managing HR in an International business-changing environment of firm, Strategic Planning & HR management, Information Technology & HR, Building digital capabilities**.**	**15**
V	**Emotional Intelligence :** Meaning, scope, self-image, awareness, perception, Knowledge and esteem - matching personality and Job, ethical decision making behavior, Transactional analysis, Strengthening Engagement : Unlocking Intelligent Emotion.	**12**
VI	**Recent Trends in HRM :** HR as a curator of the future organisation, Employee Re-Branding, Corporate Downsizing, Continuous Improvement Programs, Re-	**12**

	engineering work process for improved productivity, Decentralized Work sites, Employee Engagement, Digital Transformation, Physical and Emotional Wellness, HR Analytics.	

Suggested Readings:

1. Michael Levy and Dhruv Grewal "Marketing" Tata McGraw Hill education

2. Philip Kotler, Kevin L.Keller, Abraham Koshi and M Jha,"Marketing Management : A South Asian Perspective", Pearson Education.

3. David L. Kurtz and Louis E. Boone, "Principles of Marketing", 12th Edition, Cengage.

4. Chetan Bajaj, rajnish Tuli, Nidhi srivastava – Retail management, Oxford University Press.

6. K. Douglas Hoffman and John E.G. Bateson "Services Marketing", 3rd Edition, Cengage.

7. Sangeeta Sharma, Raghvir Singh, "Advertising Planning and Implementation", PHI.

8. Vandana Ahuja-Digital Marketing, Oxford University Press

9. K. Aswathappa -HRM & Personnel Management – TMH

10. C.B. Mamoria - Personnel Management, Himalaya

11. Monappa- Personnel Management

12. S.P. Robbins- Human Resource Management

13. Biswajeet Pattanayak- Human Resources Management

Course prerequisites: To study this course, a student must have had the subject **Master's Degree in Commerce**

Programme: Post graduate diploma in Research (PGDR)	**Year: six** (6)	**Semester:** XI
	Subject : COMMERCE	
Course Code : CO11102T	**Course Title :** Advanced Financial Management	
Course Outcomes (COs)		

After completing this course the scholars shall be able to:

CO1: Acquaint themselves with more advances in Financial Management theories and apply them in interpretation of texts to discover the possibilities of new meaning

CO2: Comprehend the nature and scope of various Financial Management theories

CO3: Apply the contemporary Financial Management theories as methodologies for their research

Credits: 6	Core Compulsory
Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55

Total number of lectures: Lectures-Tutorial-Practical (6 hours in a week) L-T-P: 6-0-0 **(90 hrs)**

Unit	Topics	No. of Lecture Hrs.
I	Financial Management : Meaning, nature and scope of finance; Financial goal– Profit vs. Wealthmaximisation; Finance function – investment, financing and dividend decision, Emerging role of Finance Manager.	12
II	Capital Budgeting, Cost of Capital (Sensitivity Analysis, Scenario analysis & Monte-Carlo Simulation, Project cost of capital, Cost of equity, Adjusting WACC).	18
III	Stock Market : Equity, Debt, Mutual funds, ETFs, Derivatives, Stock Market efficiencies and inefficiencies, Stock market inter-linkages.	18
IV	Financing Decisions and Financing from internal and external sources of funds, entrepreneurial finance, Social Finance: Crowd Funding.	15
V	Financial Risk Management and Crisis management in corporates, Banks, Portfolio Risk Management.	15
VI	Corporate restructuring, Mergers, Corporate Control and Governance, Valuation, Merger waves, Merger and Economy.	12

Suggested Readings:

1. Principles of Corporate Finance, Brealey and Myers, McGraw Hill Pub Co. Ltd., N. Delhi.

2. Financial Management, I. M. Pandey

3. Agency cost of overvalued equity (Michael Jensen, Harvard Business School)

4. Just say no to Wall Street (Joseph Fuller and Michael Jensen, Journal of Applied Corporate Finance)

5. Efficient Markets, Deficient Governance (Amar Bhide, HBR)

Course prerequisites: To study this course, a student must have had the subject **Master's Degree in Commerce**

Programme: Post graduate diploma in Research (PGDR)	**Year:** six (6)	**Semester:** XI
**Subject : Commerce**	
Course Code: **CO11103T**		**Course Title:** Research Methodology, Research Publication Ethics and Computer Applications

Course Outcomes (COs)
CO1: With the help of this course, students will be able to decide the research field, topic, design, and pros and cons of research, sampling, and data collection techniques.
CO2: The student will be able to understand the research process and acquire the skill of writing research articles.
CO3: The course will enable you to execute the best practices, morals, and ethical values in scientific conduct and avoid publication misconduct.
CO4: With the help of this course, students will be able to learn about the standards of journals for good-quality publications of their research work.
CO5: After this course, the students will be able to learn how to use computers and different application software for manuscript writing.
CO6: This course will enable the students to learn about reference management and the maintenance of academic integrity using scientific tools. They will be familiar with the protection of the machines from computer hazards.

Credits: 4	**Core Compulsory**
Max. Marks: 25 **(CIE) + 75(UE)**	**Min. Passing marks: 55**

Total number of lectures: Lectures-Tutorial-Practical (4 hours in a week) L-T-P: 4-0-0   **(60 hr)**

Unit	Topics	No. of Lecture Hrs.
I	**Research Methodology**	12

		Definition, and Objectives, Motivation and Significance of Research, Types of Research, Truth and Facts of Research, Similarity and Contrast in Literary Research and Scientific Research, Research and Criticism, Research Problem and Research Design, Sampling Design and Methods of Data Collection.	
II		**Research standards:** Layout of the Research Report, Research Process: subject Selection, Outline of the Research, Review of Literature, Material Collection; Testing and Classification, Analysis, Discussion and Conclusions, Precautions in Writing Synopsis/Research Paper/Thesis/Research Report.	**12**
III		**Philosophy, Ethics, Scientific Conducts and misconduc** Moral Philosophy, Nature of Moral Judgments and Reactions, Publication Ethics, Best Practices/Standards Setting Initiatives and Guidelines: Committee on Publication Ethics (COPE), World Association of Medical Editors (WAME) etc., Intellectual Honesty and Research Integrity: Falsification, Fabrication and Plagiarism (FFP), Open Access Publishing, and Publication Misconduct.	**08**
IV		**Databases and Research Metrics** Databases: Indexing Databases, Citation Databases: Web of Science, Scopus etc., Research Metrics: Impact Factor of Journal as Per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics: h-Index, g-Index, i-10 Index, and Altimetric.	**08**
V		**Fundamentals of Computers and application Softwares** Types Of Computers, Computer Peripherals and internal component, Types of Operating Systems, Web Browser, Web Search Engine, Spreadsheet Processing, Presentation (MS PowerPoints Preparation or Beamer or Libre Office (Optional), Project/Thesis/Report writing, Using MS-Word or LaTeX or LibreOffice documentation style Labelling, References Style, Footnotes etc.	**12**
VI		**Scientific Softwares** Use of Reference Management Software Like Mendeley, Zotero, Reference Manager, Endnote, Authorea Etc. Anti-Plagiarism Software Like Turnitin, iAuthenticate, Urkund, Ebooks and Virtual Library, UGC-Infonet, Computer Hazards and Security	**08**

Suggested Readings:

1. C.R. Kothari, *Research methodology Methods and Techniques*, 4th Edition, New Age International (P) Ltd. Publisher, 2014.

2. W. Creswell, *Research Design, Qualitative, Quantitative and mixed method approaches*, 3rd Edition, Sage Publications, Inc.

3. D.B. Resnik, (2011) What is ethics in research & Why is it important. National institute of Environmental Health Science, 1-10 Retrieved from https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm

4. Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN:978-81-939482-1-7. https://www.insaindia.res.in/pdf/Ethics_Book.pdf

5. Reema Thareja (2019) Fundamentals Of Computers (2nd Edition), Oxford University Press

6. Microsoft Office 365 : A complete Guide to Master Word, Excel, and PowerPoint 365 for Beginners, Matt Vic

7. Leslie Lamport, LaTeX, A Document Preparation System, 2nd Edition, Addison-Wesley Professional Publisher, July, 1994.

8. Latex tutorials https://www.tug.org/twg/mactex/tutorials/ltxprimer-1.0.pdf

9. Libre Office tutorial: www.documentation.libreoffice.org/en/english-documentation

Suggested equivalent online courses: https://epgp.inflibnet.ac.in/

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)		Semester: XI
Subject : Commerce			
Course Code: CO11104R	Course Title : Research Project		
Course Outcomes (COs)			
CO1: To develop better understanding of relevant area. CO2 : To build new ideas and concept related to relevant area. CO3 : To enhance the skill of data analysis and processing.			
Credits: Non -Credit	Core Compulsory		
Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55		

The format of the question paper and evaluation will be as follows –

The duration of each question paper is 3 hours
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Types of Question	Total No of Questions	Questions to be Attempted	Maximum Marks = 75 (UE) (Questions x marks)
Very Short Answer Type Questions (50 words)	10	10	10 x 2 = 20
Short Answer Type (200 words)	8	5	5 x 7 = 35
Longs Answer Type (500 words)	4	2	2 x 10 = 20
			= 75 (Maximum Marks)

10-point grading system for evaluation of the Pre-Ph.D. course work :

As per the UP GOs 1567/सत्तर-3-2021-16 (26)/2011 TC dated 13 July 2021, 401/सत्तर-3-2022, dated 09 Feb. 2022, and 1032/सत्तर-03-2022-08(35)/2020, dated 20 April 2022 regarding NEP-2020, the grading system for the Pre-Ph.D. course work shall be followed as given in table -1

Table-1

Letter Grade	Details	Limit of Marks	Grade Point
O	Outstanding	91-100	10
A+	Excellent	81-90	9
A	Very Good	71-80	8
B+	Good	61-70	7
B	Above Average	55-60	6
F	Fail	<55	0
AB	Absent	Absent	0
Q	Qualified		
NQ	Not Qualified		

In pre-Ph.D. course work, there is a mandatory research project that is qualifying in nature. This research project shall be a **non-credit course**. The letter grade for the research project will be Q or NQ. The grade of research project will not be included in the computations of the CGPA.

Computation of CGPA:

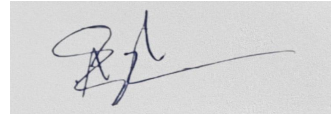Calculations for SGPA and CGPA shall be followed as given table 2:

Table 2

For j^{th} Sem. SGPA $(S_j) = \dfrac{\sum C_i \cdot G_i}{\sum C_i}$	Here: C_i = number of credits of the ith course in the jth semester G_i = grade point scored by the student in the ith course in j^{th} semester
$CGPA = \dfrac{\sum C_j \cdot S_j}{\sum C_j}$	Here: S_j = SGPA of the jth semester C_j = total number of credits in the jth semester

Allocation of CGPA Into Division:

The allocation of CGPA into division in Pre-Ph.D. course work follows as given in table :

Table 3

Division	CGPA
First	Greater than or equal to 6.5 and less than or equal to 10
Second	Greater than or equal to 5.5 and less than 6.5

Convener

BOS Commerce

V.B.S Purvanchal University, Jaunpur