

# **SYLLABUS**

**MASTER OF PHILOPHY  
(M. PHIL)**



**DEPARTMENT OF COMMERCE  
RAJIV GANDHI UNIVERSITY  
RONO-HILLS: DOIMUKH  
(W.E.F-2016-17)**

**MASTER OF PHILOSOPHY IN COMMERCE**  
**(M.PHIL.- COMMERCE)**  
**Course of Studies with effect from Academic Session 2016-17**

**PREFACE**

M. Phil. Program Coursework is a full time research program intended to impart an advanced course of study to research scholars, with a view to develop their capabilities for critical judgment, analysis and thereby strengthening and developing research skill and its application. The M. Phil programme was started in the department in the year 2009-10 academic sessions with one and half year duration. However, the university authority decided to make the programme two years duration **w.e.f 2016-17 academic sessions**. Hence, the Board of Studies to revise the syllabus was held on **1<sup>st</sup> October 2016 in the department of Commerce, RGU**. The distribution of marks in each paper will be made as reflected in the syllabus. Besides Course work, each scholar has to fulfill the following norms for completion of M. Phil degree.

- (i) Each M. Phil scholar has to prepare a research proposal for his/her dissertation in consultations with the respective supervisor and the same is to be presented before Dept, Research Board (DRB) at the beginning of semester.
- (ii) Each M. Phil scholar has to present a seminar paper of his/her research domain in the following months of February and August.
- (iii) Each M. Phil scholar has to present pre-submission presentation of his/her research work in the Month of November (before the final submission of the dissertation to the university).
- (iv) It may be noted that in all the above cases, the Departmental Research Board/experts shall provide necessary feedback, suggestions to the scholar for improvement of the synopsis and final dissertation. Accordingly, each scholar is expected to comply with feedback, suggestion, remarks if any, in consultation with respective supervisor.

- (v) Other terms and conditions for admission to the course shall be at par with the existing rules and ordinance of Rajiv Gandhi University.
- (vi) The revised syllabus has to be implemented from the academic session 2016-17.

**N.B.** The date of seminars and pre-submission presentation will be notified in due course of time.

## **PROGRAM OBJECTIVE**

The syllabi for each course / paper shall be drafted as per the UGC Guidelines- 2016 with an aim to equip the Research Scholars with knowledge, skill, values and attitude. Keeping the importance of research in present scenario and to enhance the quality of research, this syllabus for the Pre-Ph.D. Course Work aims to facilitate the acquisition of specialized knowledge in the field of finance & account, HRM, Marketing, Entrepreneurship, etc. by inculcating the relevant attitudes and values required for undertaking quality research in business. The course aims to facilitate inculcation of relevant attitude and a sense of empowerment. It also aims to recognize multiplicity in ways and means of knowledge-creation and its application.

## **PROGRAM OUTCOME**

The expected outcome of the syllabus is to equip research scholars with advanced research skills to carry out empirical as well as conceptual research in the area of finance & account, HRM, Marketing, Entrepreneurship, etc. for M.Phil. Degree. The course shall also facilitate inculcation of relevant attitude and a sense of empowerment. It will recognize multiplicity in ways and means of knowledge-creation and its application in the field of commerce and business.

**M. PHIL. COURSE WORK**  
**WITH EFFECT FROM 2016-17**

**1<sup>st</sup> SEMESTER**

**PAPER – I : RESEARCH METHODOLOGY**

**PAPER – II : QUANTITATIVE METHODS AND COMPUTER APPLICATION IN  
RESEARCH**

**2<sup>nd</sup> SEMESTER**

**PAPER – III : CONTEMPORARY ISSUES IN BUSINESS RESEARCH –I**

**PAPER – IV : CONTEMPORARY ISSUES IN BUSINESS RESEARCH –II**

**3<sup>rd</sup> AND 4<sup>th</sup> SEMESTER**

**DISSERTATION**

# 1<sup>st</sup> SEMESTER

## PAPER – I

### RESEARCH METHODOLOGY

**Total Marks: 100**

**Term End: 80**

**Internal: 20**

**Objective:** *To introduce the scholars with fundamentals of Research Methodology and its application during researches.*

**Outcome:** *After completion of the course the scholars will acquaint themselves with fundamentals of Research Methodology and its application during researches.*

**UNIT- I:** Introduction to Research: Concepts, relevance and scope of research; Social Science Research- Approaches; Research methodology.

**UNIT- II:** Review of Literature: Need for Review of Literature; Sources of Literature; Literature Search Procedure; planning of review works; plagiarism.

**UNIT- III:** Planning of Research: Selection & Formulation of Research Problem; Hypothesis; Research Design; Limiting and delimiting the study.

**UNIT- IV:** Sample & Sampling: Sources of Data; Methods & tools of Data Collection; Questionnaire; Schedules; Sampling Techniques-Types of sampling techniques,

**UNIT- V:** Report Writing: Planning Report Writing; Types of Reports; Research Report Format; Principles of Writing- Foot notes, end notes, Bibliography, Appendixes; Reference-APA and MLA system.

NB: 20 marks of this paper will carry a report on review of minimum 15 literature on the topic/areas assigned to each scholar.

#### **Recommended books:**

1. Dr. B.N. Ghosh : Research Methodology
2. Dr. D.N. Tandon : Research Methodology
3. Vajpayee : Research Methodology
4. Gopala krishnan : Research Methodology
5. K.R. Sharma : Research Methodology
6. NIRD, Hyderabad : Research Methodology
7. C.K. Kothari : Research Methodology: Methods & Techniques

## PAPER – II

### QUANTITATIVE METHODS AND COMPUTER APPLICATION IN RESEARCH

**Total Marks: 100**

**Term End: 80**

**Internal: 20**

**Objective:** *To introduce the scholars with statistical tools and techniques use in researches by the help of computer.*

**Outcome:** *After completion of the course the scholars will acquaint themselves with statistical tools and techniques use in researches by the help of computer.*

**UNIT- I:** Computer application: Fundamentals of computer; MS words; excel; PPT; internet; SPSS; statistical packages and its uses in modern researches.

**UNIT- II:** Application of measures of central tendencies and dispersion in research: Mean; median; mode; range; variance; standard deviation.

**UNIT-III:** Quantitative Methods and its application: Multiple & Rank Correlation; Regression Analysis; Time Series Analysis.

**UNIT: IV:** Statistical Hypothesis: concept; types; framing of hypothesis; procedure of testing; significance level; confidence interval; Types I & II errors; Standard Error.

**UNIT- V:** Parametric and Non-Parametric Test: T – Test; Z – test; F-Test; Chi-square Test; ANOVA; Delivering Inferences.

#### **Recommended books:**

1. Mohan. P. : Computer Fundamentals, Himalaya Publishing House, Delhi.
2. Soni, Vishal : Computer Application in Business, Himalaya Publishing House.
3. Murthy. C.V. : Computer Application in Business, Himalaya Publishing House.
4. S.P. Gupta : Statistical Methods

## 2<sup>nd</sup> SEMESTER

### PAPER –III

#### CONTEMPORARY ISSUES IN BUSINESS RESEARCH-I

**Total Marks: 100**

**Term End: 80**

**Internal: 20**

**Objective:** *To equipped the students with knowledge and understanding about global contemporary issues in business and management.*

**Outcome:** *After completion of the course the scholars will acquaint themselves with knowledge and understanding about global contemporary issues in business and management.*

**UNIT-I** International business Environment- Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment; FDI; globalization; Global Financial Crisis; Future of Global Business.

**UNIT-II** International Marketing –Global Selection Process; International Marketing; Strategies in Different Stages of Product life Cycle; IMI; IMIS; Strategic Marketing; rise of future market.

**UNIT-III** International HRM- Global recruitment; Global selection Process; Expatriates; Performance Appraisals; Training a Development; Compensation and Benefits; Women in International Business; International Industrial Relations; Quality Crisis; ILO.

**UNIT-IV** International Accounting- Cost; value and income; Variation in Accounting System; Accounting Cluster; Accounting for International Business; Accounting Aspects of Control System; IAS.

**UNIT-V** Current scenario; GST; Direct Tax Code; Tax planning & reforms- implication; harmonization; IFRS- development and convergence; Indian road map; impact in corporate reporting.

#### Recommended books:

1. Cherunilam, Francis : International Business Environment.
2. Cherunilam, Francis : Global Economy and Business Environment.
3. Subbba Rao, P : International business Environment .
4. Subba Rao, P : Introduction to International Business.

## PAPER IV

### CONTEMPORARY ISSUES IN BUSINESS RESEARCH-II

**Total Marks: 100**

**Term End: 80**

**Internal: 20**

**Objective:** *To provide an understanding to the students about emerging business issues and concepts at national Regional and state level.*

**Outcome:** *After completion of the course the scholars will acquaint themselves with emerging business issues and concepts at national Regional and state level.*

**UNIT-I** Emerging business Issues: Risk Management; Change Management; TQM; impact of Development on Environment.

**UNIT-II** Corporate Business in India –CSR; Corporate Restructuring; Corporate governance; Consolidation and acquisition take Over in India; main provisions of Companies Act-2013.

**UNIT-III** Financial inclusion & Social security measures-Meaning; recent development- PMJDY; PMSBY; PMJJBY; APY; NHIS; APCMUHIS.

**UNIT-IV** Business issues in NER-Look-East Policy; North East Vision 2020 Report; DONER; NEC; NEDFi; NLCPR; NEIP; Tourism in NE.

**UNIT-V** Business Issues in Arunachal Pradesh –Economic; Political; Geographical; Cultural and Social Demographic; Indigence knowledge system, developmental issues in Agriculture; Industries; Horticulture; banking; Tourism; Cross Border Trade; hydro-power; Constraints and opportunity of development in Arunachal Pradesh.

#### **Recommended books:**

1. Badi, R.V : Indian business Environment.
2. Gosh & Gosh : Fundamentals of Monetary Economics.
3. Avadhani, V.A : Capital market Management.
4. Gordon & Natrajan : Capital Market in India.
5. Arunachal Pradesh Development Report
6. Techno-economic survey of NEFA.

## 3<sup>rd</sup> and 4<sup>th</sup> SEMESTER

# DISSERTATION

**Full Marks: 200**

**Dissertation: 150**

**Presentation & Viva: 50**

**Objectives:** *The main objective of this part of course is to provide basic knowledge about the research and its practical application.*

**Outcome:** *After completion of the course the scholars will acquaint themselves with basic knowledge about the research and its practical application.*

Every student will have to undertake a research work and have to submit the report in the form of dissertation. The Project Report reflects the personal best in formal writing and analytical proficiency of a student, who is exposed to the theories in the class room, and after being exposed to the real life situations in the business world. This includes sentence composition, grammar, punctuation, style (the advisor / Supervisor will suggest a specific style manual), flow of ideas, accuracy, literature citations, level of thought and analysis, and overall organization.

Project Reports or dissertation are informative and persuasive writing because they attempt to educate the writer, the reader and society at large. The dissertation is to be prepared in line with the following structure.

- **Cover Page etc.**
  - Cover Page
  - Advisor / Supervisor's Certificate
  - Undertakings of the Student
  - Acknowledgement
  - Table of Contents
  - Table of Graphs, Tables and Photographs
  - Abstract (1 Page): Provides a summary of the overall study. The format for the abstract usually follows these areas. Please note that you do not label the sections (purpose, methods, etc.), but you include the sentences as described below:
    - Purpose: "The purpose of this study...."
    - Methods: Usually one to two sentences on how this study was conducted and who the sample or population was.
    - Results: Usually two to three brief sentences on the major findings from the study.
    - Conclusion: One to two sentences on the major implications or ramifications from the study.
- **Chapter 1 – Introduction**
- **Chapter 2 – Review of Literature**

- **Chapter 3 – Analysis and Interpretation**
- **Chapter 4 – Summary of the work done, Major Findings, Observations and Conclusion**
- **Appendices:**
  - Includes copies of all correspondence, instrumentation, and other written communication used in carrying out the research.
  - Includes special lists (i.e., expert panel members, etc.).
- **References:**
  - Includes complete bibliographic information for all references cited in the text (use accepted style manual, such as APA, EPW).

***NO PLAGIARISM:** A major ethical standard in research focuses on appropriately recognizing and crediting the work of others' who have contributed to the body of knowledge in a given area. Plagiarism is simply using someone else's ideas or wording without giving due credit / citation. When you present an idea in your dissertation / project report that originated from another source (written or spoken), even if you modified the wording or parts of the idea, credit to the original source should be given. The project report is a scholarly work, and as such, extensive citation from the literature is expected. As you make notes from a source, indicate clearly whether your notes are a direct quote or a paraphrased interpretation. If direct quotes are used, the page number is required for a complete citation. Plagiarism software is widely available and routinely used by professors and journal editors.*