

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನಾ ವಿಭಾಗ

ಡಾ. ಪಿ. ಸದಾನಂದಮಯ್ಯ ಕಟ್ಟಡ, ವಿಶ್ವವಿದ್ಯಾಲಯ ಆವರಣ, ಜಿ.ಎಚ್.ರಸ್ತೆ, ತುಮಕೂರು- 572 103

ಸಂಖ್ಯೆ:ತು.ವಿ: ಸ್ನಾ.ಕೋ.ವಾ.ವಿ:2022-23

ದಿನಾಂಕ:16.01.2023

ಇವರಿಗೆ.

ಮಾನ್ಯ ಕುಲಸಚಿವರು

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

ತುಮಕೂರು.

ಮಾನ್ಯರೇ,

ವಿಷಯ: 2022-23ನೇ ಸಾಲಿನ ಪಿಹೆಚ್.ಡಿ ಅಧಿಸೂಚನೆ ಹೊರಡಿಸಲು ಪಠ್ಯಕ್ರಮವನ್ನು ರಚಿಸಿರುವ ಕುರಿತು.

ಉಲ್ಲೇಖ: ತು.ವಿ:ಸಂ.ವಿ. ಪಿಹೆಚ್.ಡಿ:2022-23/882 ದಿನಾಂಕ:11.01.2023

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, 2022-23ನೇ ಸಾಲಿನ ಪಿಹೆಚ್.ಡಿ ಅಧಿಸೂಚನೆ ಹೊರಡಿಸಲು ಪರಿಷ್ಕೃತ ಪಠ್ಯಕ್ರಮವನ್ನು ರಚಿಸಿದ್ದು, ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅನುಮೋದನೆಯನ್ನು ಪಡೆದು ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಮುಂದಿನ ಸೂಕ್ತ ಕ್ರಮಕ್ಕಾಗಿ ಸಲ್ಲಿಸಲಾಗಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ.

ತಮ್ಮ ವಿಶ್ವಾಸಿ

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CHAIRMAN
Department of Commerce and
Regional Centre
Tumkur
TUMKUR-572103

ಅಡಕ:

1. ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯ ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯ ನಡಾವಳಿ

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನಾ ವಿಭಾಗ

ಡಾ. ಪಿ. ಸದಾನಂದಮಯ್ಯ ಕಟ್ಟಡ, ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಆವರಣ, ಬಿ.ಎಚ್.ರಸ್ತೆ, ತುಮಕೂರು- 572 103

ಸಂಖ್ಯೆ:ತು.ವಿ: ಸ್ನಾ.ಕೋ.ವಾ.ವಿ:2022-23

ದಿನಾಂಕ:16.01.2023

ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯ ನಡಾವಳಿಗಳು

ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧಿಸೂಚನೆ ಸಂಖ್ಯೆ:ತು.ವಿ.ಪಿಎಚ್.ಡಿ/2022-23/882 ದಿನಾಂಕ:11.01.2023ರ ಪ್ರಕಾರ 2022-23ನೇ ಸಾಲಿನ ಪಿ.ಹೆಚ್.ಡಿ ಸಂಶೋಧನೆಗೆ ಸಂಬಂಧಿಸಿದಂತೆ, 2020-21ನೇ ಸಾಲಿನ ಪಿ.ಹೆಚ್.ಡಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಮುಂದುವರಿಸುವುದು, ಅಥವಾ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಬೇಕಾದಲ್ಲಿ ಪರಿಷ್ಕೃತಗೊಂಡ ಪಠ್ಯಕ್ರಮವನ್ನು ಅನುಮೋದಿಸಲು ದಿನಾಂಕ:16.01.2023ರಂದು ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯನ್ನು ವಿಭಾಗದಲ್ಲಿ ಆಯೋಜಿಸಲಾಯಿತು.

ಈ ಸಂಬಂಧ, 2020-21ನೇ ಸಾಲಿನ ಪಿ.ಹೆಚ್.ಡಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಮುಂದುವರಿಸುವುದು, ಅಥವಾ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಬೇಕಾದಲ್ಲಿ ಪರಿಷ್ಕೃತಗೊಂಡ ಪಠ್ಯಕ್ರಮವನ್ನು ಸಭೆಯು ಅನುಮೋದನೆ ನೀಡಿತು.

ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸದಸ್ಯರು.

ಪ್ರೊ. ಬಿ ಶೇಖರ್

ಪ್ರೊ. ಜಿ. ಸುದರ್ಶನ ರೆಡ್ಡಿ.



ಅಧ್ಯಯನ ಮಂಡಳಿ

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Part A: RESEARCH METHODOLOGY

Unit 1: Research Design

Business Research: Need, importance and process of business research. Features of good research. Research Design: Classification of research design. Review of literature, formulation of research problem and hypothesis, sample design. Sample techniques: Probability and non-probability sampling, Sampling and non-Sampling Errors. Calculation of sample size. Data collection methods: primary and secondary data. Questionnaire design, attitude measurement and scales, pilot study.

Unit 2: Data Processing, Analysis and Report Writing

Data Processing and Analysis: Editing, coding, data entry, tabulation. Analysis: multivariate, regression, discriminant, factor and cluster analysis. Testing of Hypothesis: Procedure, Tests of significance for small and large samples. Statistical testes- t-test, Z-test, F-tests, ANOVA and Chi- square test. U-test, H-test, K-S test, Wilcoxon rank sum test (W-Test). Use of software in analysis of data. Report Writing: Importance and functions of report: Types of reports, Essentials of research report. Reference writing style; APA and HBR Preparation for oral presentation of results. Ethics in research and publication. Plagiarism, citation and acknowledgement, reproducibility and accountability.

Part B: COMMERCE


Unit 3: Business Environment and International Business

Business environment - components. Economic environment- scope of managerial economics; macro-economics and its interface with business and industry; national income; monetary system: fiscal policy; economic growth and development; policies towards economic stability. Political environment-Role of government in business, Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business. International business- Scope and importance. Globalization and its drivers; Modes of entry into International Business. Theories of International Trade; Government intervention in international trade; Tariff and non-tariff barriers. Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI); India's FDI policy. Balance of Payments (BOP) Importance and components of BOP. Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements. IMF, World Bank, UNCTAD. World Trade Organisation (WTO): Functions and objectives of WTO; WTO-Agriculture Agreement; TRIPS; TRIMS.

Unit 4: Organisational Behaviour and HRM

OB - Foundations and Importance. Personality-Determinants of Personality, Personality traits. Perception- Factors influencing, Perceptual errors, and Ways of overcoming. Learning-Principles. Attitudes-Formation and changing attitudes. Motivation- theories of motivation. Work stress - Causes, consequences and ways of overcoming the stress. Work Life Balance. Group Dynamics and Team dynamics. Power and Politics. Ethics of power and Politics. Conflict and Resolving conflict. Leadership Theories. Communication - Importance, Process, Barriers, Ways of making effective communication. Organisations- Key factors in design,

Reddy


HEAD OF DEPARTMENT
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Key structures, and Organisations for future. Organisational Culture - types, ways of building and Sustaining culture. Organisational Change- Causes, Need for change, ways of overcoming resistance, Organisations development. Decision making- Types of decisions, Process, Barriers, and Styles of decision-making. Emerging Trends and Challenges: Diversity, Demographic changes, Globalisation, Changed people expectations, Ethical dilemmas, and Ways of resolving ethical dilemmas, Technology transformation. ICT and its influence on behavioural dimensions, gender sensitivity, organisational vision and employee alignment with vision. Nature and scope of HRM, human resource planning, job analysis and design, recruitment and selection, training and development, performance appraisal, compensation management, Industrial relations, human resource audit, wages and salary policies in India. Knowledge management. Contemporary issues in HRM.

Unit 5: Cost & Management Accounting

Management Accounting, Nature, scope and tools, ratio analysis, cash flow and fund flow analysis. Marginal costing, Techniques of Break-even analysis, Standard costing and Variance analysis, Budgetary control, Process costing. Valuation of assets (tangible and intangible), Social Accounting. Innovations in Accounting - Accounting for price level changes, human resource accounting, Corporate Social Accounting, Environmental Accounting, Accounting for Intangibles and Forensic Accounting. Strategic Cost Management; Nature, importance and techniques: Activity Based Costing, Life Cycle Costing, Target Costing, Kaizen Costing, Transfer Pricing, Value Chain, TQM, JIT, BPR. Indian Accounting Standards and IFRS. Cost Accounting Standards.

Unit 6: Financial Management and SAPM

Nature, scope and objectives of FM, Cost of capital, Capital budgeting, Capital structure (includes leverages), Capital structure theories, Working capital management, Dividend policy and theories of dividend policy. Nature and structure of financial system and economic development. Financial intermediaries. Non-Banking Financial Institutions, financial markets and regulatory frame work. Financial services. Corporate valuation, Value based management, Mergers and Acquisitions. Foreign exchange market, Foreign exchange exposure measurement and management-hedging techniques, International investment decision, International financial markets and instruments. Valuation of securities. Fundamental and Technical analysis. Portfolio management.

Unit 7: Marketing Management

Marketing - concept, approaches and evaluation. Marketing environment. Marketing mix. Strategic marketing planning, market segmentation, targeting, positioning. Consumer behavior: Theories and Models. Product decisions - product line, product mix, product life cycle, new product development. Pricing decisions: Factors affecting price determination; Pricing policies and strategies. Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising: Personal selling, Publicity; Sales promotion tools and techniques; Promotion mix, Distribution decisions: Channels of distribution; Channel management. Service marketing. Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing, CRM. Logistics management. Emerging Trends in Marketing: Social, Ethical and Legal aspects of marketing; Green Marketing e-marketing, m-marketing, Cyber marketing, CRM and Consumerism, Marketing Research, Marketing of services; Retailing and Relationship marketing, Entry of foreign entities in Indian Retailing-Challenges of Indian retailers.

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Unit 8 Information Systems and E-Commerce

Introduction to Cloud Computing, Information Technology Act 2000 with recent Amendments and Cyber Law, Computer Forensics, Digital Signature. Accounting Software: Need for Accounting software, Classification of Accounting Packages / Software and Software used in each classification, Factors considered before sourcing an accounting software, Areas using accounting software's widely. SAP- brief introduction and KPO, Internet of Things (IOT)- brief introduction. E-Commerce Advantages, Disadvantages. Transition to E-Commerce in India, E-transition Challenges for Indian Corporate, E-Payments and Mobile payments, mobile commerce, e-tendering, e-procurement and e-way bill. E-Marketing: Traditional Marketing, Identifying Web Presence Goals, The Browsing Behaviour Model, Online Marketing, E-Advertising, Internet Marketing Trends, Target Markets, E-Branding, Marketing Strategies and E-Supply Chain Management, E- CRM. Information System in business, Information Technology, software, operating system, DBMS, internet Managing e-commerce, e-commerce in India, prediction, prospectus for e-commerce, contemporary electronic concepts. M-commerce and Cloud Computing

Unit 9: Direct and Indirect Taxation

Basic frame work of direct taxation, Tax Planning concepts, Heads of Income, assessment, procedure, deductions. Set-off and carry forward of losses, deduction under section 80. Tax planning with reference to amalgamations and mergers. Procedure for assessment, deductions of TDS, advance payment of tax, re-funds, appeals and revision. Tax Planning relating to Make or Buy; Own or Lease; Capital Structure, retain/ replace, Continue/ Shutdown decisions. Assessment of companies MAT Provisions, Tax rates, Tax liability etc.

Indirect Taxes: Introduction, Basic Concepts, Meaning and definition, features, merits and demerits of Indirect Taxes; Tax Incidence; Various Indirect Taxes in India; Revenue Trends in Indirect Taxes. Major reforms in Indirect Tax structure. Customs Duty: Nature and Background, Important definitions of Customs Duty. Scope & Coverage of Customs Law: Classification of duties under Customs, Customs Tariff Valuation, Customs Valuation (determination of price of imported goods) Rules as amended up-to-date, Levy and Exemptions, Prohibition on Imports and Exports. Baggage rules. GST-Background, GST Rate structure, GST Act: CGST Act, SGST Act, IGST Act. GST latest rules.

Unit 10: Business Ethics and Corporate Governance

Nature of business ethics; ethical theories; Ethics Dilemmas in various Disciplines - Marketing, Finance, Accounting, Human resource, Information Technology, suppliers and competitors. Corporate Social Responsibility; corporate reporting, ethics in Marketing, Finance, HRM and Information Technology. Corporate Governance: Origin, Nature, scope, models, committees and role of committees. Company Law and Governance Practices: Companies Act 2013 and recent amendments, Governance practices in buy-back of shares, Business mergers and amalgamations, Takeovers, Corporate Restructuring, Role of financial institutions in enforcing code of corporate governance. Recent changes in Companies Act.

Reddy

22
CHAIRMAN
Department of Studies and
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Tumkur University
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