



# Gyanveer University

## Sagar (M.P.)



### Ph. D. Entrance Test Syllabus Session: 2024-25 Commerce

#### Part A: Research Methodology

#### Part B: Commerce

### Part-A Research Methodology

**Unit - I:** Introduction to Research methodology: meaning and importance of Research, Types of Research. selection and formulation of Research problem. Research design its need and features. Inductive, deductive and development of models. Developing Research plan: Exploration, description, diagnosis Experimentation, Developing Experimental and sample design.

**Unit - II:** Literature Review and hypothesis Analysis of literature review primary and secondary sources, web sources - critical literature Review. meaning and types of hypothesis development of working hypothesis, Null hypothesis.

**Unit - III:** Collection of Data and Analysis of data, Source of Data, Types of Data, methods of data, collection, sampling methods. Data processing and Analysis Strategies Graphical representation descriptive. Analysis Inferential Analysis.co –relation Analysis Least square method. Data Analysis using statistical package. hypothesis testing.

**Unit -IV:** Research Ethics: Research Ethics Committees. Institutional Review Board roles and importance. Intellectual property rights. Commercialization, Royalty.

**Unit -V:** Computer application and statistics: Use of word processing, spread sheet and database software. Internet and its application. chi-square test association of Attributes, t-test Anova. Standard deviation, Co –relation and Regression. Analysis.

#### References:

- 1 Kothari C.R Research methodology: Methods and techniques. New Age Publications New-Delhi.
- 2.Grang BL Koradia, R Agarwal An introduction to Research Methodology. RBSA publishers.
3. SC Sinha and AK Dhiman. Research methodology. ESS Publications.
4. Research Methodology by Dr.PM Bulakh. Dr. P.S Patki and Dr A.S. Chodhary.



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### Part-B

### Commerce

**Unit - I:** Business Environment Meaning and Elements of Business Environment Economic environment, Economic Policies, Economic Planning, Legal environment of Business in India. Competition policy, Consumer protection, Environment protection. Policy Environment: Liberalization, Privatization and globalisation. Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

**Unit - II:** Financial & Management Accounting Basic Accounting concepts, Capital and Revenue, Financial statements Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution Advanced Company Accounts: Issue, forfeiture, Purchase of Business Liquidation, Valuation of shares, Amalgamation, Absorption Reconstruction, Holding Company Accounts Cost and Management Accounting: Ratio Analysis, Funds Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing Budgetary control, Costing for decision-making Responsibility accounting.

**Unit - III:** Business Economics Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Curve Analysis Law. Utility Analysis and Indifference of Returns and Law of variable proportion Cost, Revenue, Price determination in different market situation: Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing Strategies.

**Unit - IV:** Business Statistics & Data Processing Data types, Data collection and analysis, sampling, need, errors and methods of sampling. Normal distribution, Hypothesis testing. Analysis and Interpretation of Data Correlation and Regression, small sample T-test, F-test and chi-square test Data Processing Elements. Data entry, Data processing and Computer Applications Computer Application to Functional Areas Accounting. Inventory control, Marketing.

**Unit - V:** Business Management Principles of Management Planning - Objectives, Strategies, Planning Process, Decision-making Organizing, Organisational structure, Formal and informal organisations, Organisational culture Staffing Leading: Leading: Motivation, Leadership, Committees, Communication Controlling Corporate Governance and Business Ethics.

**Unit VI:** Marketing Management The evolution of marketing. Concepts, Concept of marketing, marketing mix, Marketing environment Elements of consumer behaviour, Market segmentation Product Decisions Pricing decisions Distribution decisions Promotion decisions Marketing planning, Organizing and Control.



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**Unit - VII:** Financial Management Capital Structure, Financial and Operating leverage Cost of capital, Capital budgeting Working capital management Dividend Policy.

**Unit - VIII:** Human Resources Management Concepts, Role and Functions of Human Resource management, Human Resource Planning, Recruitment and Selection Training and Development, Succession Planning Compensation: Wage and Salary Administration, Incentive and Fringe benefits. Morale and Productivity Performance Appraisal Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' Participation in Management.

**Unit - IX:** Banking and Financial Institution Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking, Banking Sector Reforms in India, NPA, Capital adequacy norms E-banking Development Banking: **IDBI, IFCI, SFCS, UTI, SIDBI**

**Unit -X:** International Business Theoretical foundations of international business, Balance of payments International liquidity, International Economic Institutions IMF, World Bank, IFC, IDA, ADB World Trade Organisation-its functions and policies Structure of India's foreign trade: Composition and direction. EXIM Bank EXIM Policy of India, Regulation and Promotion of Foreign Trade.