



FACULTY OF COMMERCE
SATAVAHANA UNIVERSITY, KARIMNAGAR -- 505002

Pre-Ph.D. Syllabus
Paper -I: Research Methodology

UNIT - I: INTRODUCTION

Research: Need and Significance of Research-Definition - Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research - Deduction and Induction. The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions Ethics in Business Research: Ethical Treatment of Participants - Informed Consent, Rights to Privacy, Confidentiality.

UNIT - II: THE RESEARCH PROCESS

Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition - Theoretical Framework - Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis - Procedure for Testing of Hypothesis.

UNIT - III: THE RESEARCH DESIGN

Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables - Operational Definitions and Scales - Nominal and Ordinal Scales - Rating Scales - Ranking Scales - Reliability and Validity - Content Validity, Criterion Related Validity and Construct Validity.

UNIT - IV: COLLECTION AND ANALYSIS OF DATA

Sources of Data - Primary Sources of Data - Secondary Sources of Data - Data Collection Methods - Interviews: Structured Interviews and Unstructured Interviews - Face to face and Telephone Interviews - Observational Surveys - Questionnaire Construction: Organizing Questions - Structured and Unstructured Questionnaires - Guidelines for Construction of Questionnaires. Data Analysis: An overview of Descriptive, Associational and Inferential Statistical Measures.

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UNIT – V: RESEARCH REPORT

Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements-References-Appendix-Guidelines for Preparing a Good Research

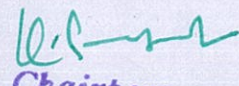
Text Books:

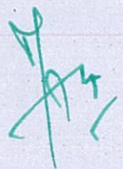


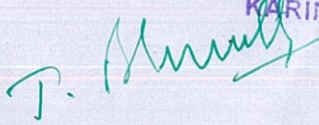
1. Uma Sekarn “ Research Methods for Business – A Skill Building Approach”, John Wiley & Sons(Asia) Pvt. Ltd, Singapore,2003
2. Donald R Cooper and Pamela S Schindler “Business Research Methods” Tata McGraw- Hill Publishing Company Limited, New Delhi, 2007.
3. William G. Zikmund “Business Research Methods”, Thomson Business Information India Pvt. Limited, Bangalore, 2005.

Suggested Readings:

1. Bhandarkar P L & Wilkinson T S : Methodology and Techniques of Social Research, Himalaya Publishing House, 1999.
2. C.R.Kothari: Research Methodology- Methods and Techniques, New Age Publications, 2009.
3. O.R. Krishnaswami, Methodology of Research in Social Sciences. Himalaya Publishing House, 1999.
4. Michael, V. P.: Research Methodology in Management, Himalaya Publishing House, 2000.
5. Hans Raj, Theory and Practice in Social Research, Surjeet Publications 2011.
6. Gupta, S.P. Statistical Methods, Sultan Chand and Sons. 2002
7. Levin R.L. Rubin S. David, Statistics for Management, Parsons/PHI,2006


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Paper –II: Finance

UNIT - I:

Finance Function – Profit Maximization vs Wealth Maximization – Financial Planning – Time Value of Money – Theories of Capital Structure – Capital Budgeting – Working Capital Management.

UNIT - II:

Financial System – Indian Financial System – Markets, Institutions, Instruments, Services – Money Market – Capital Market – Primary and Secondary Markets- Regulatory Framework – Agencies involved in the Investor's Protection.

UNIT - III:

Investment Management – Instruments of Investment – Risk and Return – Concept and Measurement – Security Valuation – Different Models of Security Valuation.
Equity Analysis – Fundamental and Technical Analysis – Portfolio Analysis and Selection – Capital Asset Pricing and Arbitrage Pricing Models – Evolution of Portfolio Performance – Financial Derivatives.

UNIT - IV:

Capital Structure Planning – Indifference Point Analysis – Debt Securitization and Syndication – Corporate Acquisitions – Determination of Exchange Ratio – Corporate Valuation – EFCF and DCF approaches to Corporate Valuation – Corporate Restructuring and Financial Reengineering.

UNIT – V:


Banking and Financial Services – Indian Banking System – Changes in the Regulatory Framework – Asset and Liability Management System – Interest Rate Risk – Market Risk – Credit Risk – Management of NPAs – Management of Mutual Funds in India – Insurance Industry in India.


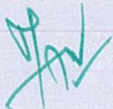
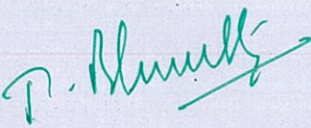
References:

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4. Fischer and Jordan – Security Analysis and Portfolio Management - Prentice Hall of India Ltd, New Delhi
5. Prasanna Chandra – Investment Analysis and Portfolio Management - Tata McGraw-Hill Publishing Company Limited, New Delhi.
6. Bhole L M & Jitendra Mahakund: Financial Institutions and Markets – Tata McGraw Hill India Pvt.Ltd, New Delhi
7. Guruswamy S- Financial Markets and Institutions- Tata McGraw Hill India Pvt. Ltd, New Delhi
8. Vasant Desai -The India Financial System and Development- Himalaya Publishing House-Mumbai
9. Gordon & Natarajan - Financial Markets and Services - Himalaya Publishing House-Mumbai
10. Khan M Y-Financial Services-Tata McGraw Hill India Pvt.Ltd, New Delhi
11. Sashidharan K & Alex Mathews-Financial Services and system- Tata McGraw Hill India Pvt.Ltd, New Delhi.
12. Prasanna Chandra – Financial Management – Tata McGraw Hill India Pvt.Ltd, New Delhi
13. J Fred Weston, Kwang S C Hung, Susan E Hoag – Mergers – Restructuring and Corporate Control – Prentice Hall India Pvt. Ltd, New Delhi
14. S L Gupta – Financial Derivatives, Theory, Concepts and Problems – Prentice Hall India Pvt. Ltd, New Delhi
15. N R Parasuraman – Fundamentals of Financial Derivatives - Wiley Easter5n India Pvt. Ltd, New Delhi


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Paper –II: Human Resource Management & Organization Behavior

UNIT - I:

Human Resource Management – HRM Model – HRM Environment in India – Human Resource Planning – Recruitment and Selection Process – E Recruitment – Job Portals – HR Audit – HR Climate in India.

UNIT - II:

Human Resource Development – Assessing HRD Needs – Strategies – Competency Development – Management Development – Assessing the impact of HRD Programmes – OD Intervention Strategies – Power and Politics in OD – OD Consultants – Role and Responsibilities.

UNIT - III:

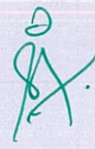

Performance Management System – Determining KRAs and KPIs – Competence Based Performance Management System – Team Based Management System – Leadership Based Performance Management Systems – Performance Management Practices in Indian Organizations – Compensation Management.

UNIT - IV:

Industrial Relations – Models of Industrial Relations – Evolution and Growth of Industrial Relations in India – Government Policies on Industrial Relations – Industrial Disputes – Causes and Consequences of Industrial Disputes – Settlement of Industrial Disputes – Collective Bargaining and the Role of Trade Unions – Grievance Handling System.

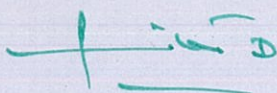
UNIT - V:

Organizational Behaviour – Factors affecting Organizational Behaviour – Individual Factors – Motivation – Learning – Perception – Personality – Group Dynamics – Conflicts within groups and between groups – Conflict Resolution Strategies – Managing Change in Organizations – Organizational Climate and Culture – Quality of Work Life.



References:

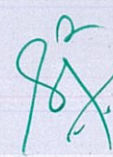

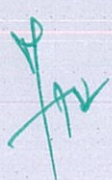
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2. V S P Rao: Human Resource Management – Excel Books – New Delhi
3. Randy L Jan M Werner & David M Harris - Human Resource Development – Thomson India Pvt.Ltd, New Delhi.
4. Wendell French & Ceil Bell – Organizational Development - Prentice Hall of India Ltd, New Delhi.
5. Werner and Desimone - Human Resource Development – Cengage Learning India Pvt. Ltd - New Delhi.
6. Cummings & Worley – Organization Development & Change – Cengage Learning Pvt Ltd – New Delhi
7. Srinivas R. Kandula – Performance Management – Prentice Hall India Ltd – New Delhi
8. Candy – Performance Management – Concepts Skills and Exercise – Prentice Hall India Ltd – New Delhi
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11. Arun Monappa – Industrial Relations – Tata McGraw Hill Pvt Ltd, New Delhi
12. Sharma Am – Industrial Relations – Himalaya Publishing House, New Delhi
13. Stephen Robbins – Organizational Behavior – Pearson Education, New Delhi
14. Andre – Organizational Behavior – Pearson Education, New Delhi
15. Nelson – Organizational Behavior – Cengage Learning India Pvt Ltd, New Delhi
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Paper –II: Marketing

UNIT - I:

Marketing Concept – Holistic Marketing Concept – Value Creation and Delivery – Customer Relationship Management (CRM) – Strategic Marketing – Marketing Information System and Marketing Research – Indian Marketing Environment.

UNIT - II:

Buyer Behaviour – Factors affecting Buyer Behaviour – Personal Factors and Socio – Cultural Factors – Consumer Decision Making Models – Howard Sheth, EKB and Nicosia Models – Models of Organizational Buyer Behaviour – Trends in Indian Consumer Behaviour.

UNIT - III:

Global Marketing – Global Marketing Environment – Selection and Entry Strategies – Global Marketing Strategies – Trends and Challenges in Global Marketing Management.

UNIT - IV:

Services Marketing – Problems and Challenges in Service Marketing – Marketing of Tourism Services – Hospitality Marketing – Marketing of Banking and Financial Services – Marketing of Insurance Services – Marketing of Healthcare Services – Emerging trends in Services Marketing.

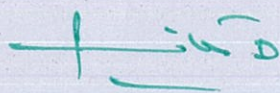
UNIT - V:

Rural Marketing – Problems and Challenges of Rural Marketing – Marketing of Agro Inputs – Agricultural Marketing – Rural Marketing Strategies – Retail Marketing – Trends in Retailing in India – Problems and Challenges of Retailing in India.

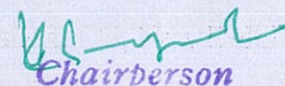
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2. Michael J, Etzel Brance J. Walker William J. Stanton and Ajay Pandit: Marketing Concepts & Cases, Tata McGraw- Hill Publishing Company Limited, New Delhi.

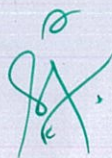
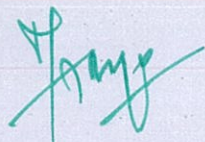
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5. Suja Nair: Consumer Behaviour in Indian Perspective – Himalaya Publishing House – New Delhi.
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7. Love Lock Christopher – Services Marketing – Prentice Hall, India Ltd, New Delhi
8. Verma – Seviles Marketing – Pearson Education, New Delhi
9. Rajendra & Nargundkar – Services Marketing – Tata Mcgraw Hill, New Delhi
10. Johnny K Johanson – Global Marketing – Tata Mcgraw Hill, New Delhi
11. Masaaki Kothabe, Antony Peloso, Gray Gregory, Gary Noble, Wayne Mearthur etc – International Marketing – An Asia Pacific Focus – Wiley India Pvt. Ltd, New Delhi
12. P.K. Vasudeva – International Marketing – Excel Books – New Delhi
13. Balram Dogra and Karminder Ghuman: Rural Marketing – Concepts and Practices – Tata Mc Graw Hill ltd, New Delhi
14. U.C. Mathur: Rural Marketing – AH Wheeler and Co – New Delhi
15. C.K Prahlad: The Furtune at the Bottom of the Pyramid: Pearson Education, New Delhi
16. Levy, Weitz and Pandit: Retailing Management, Tata McGraw Hill Ltd, New Delhi
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Paper – I
Research Methodology

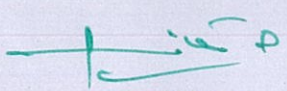
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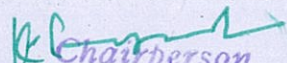
Max.Marks:100

Answer all questions

All Questions carry equal marks

1. A) “Research is must concerned with proper fact finding, analysis and evaluation”.
Do you agree with this statement? Give reasons in support of your answer.
OR
B) “Empirical research in India in particular creates so many problems for researchers”.
Explain the problems that are usually faced by researchers in business research.
2. A) What is a hypothesis: Is an hypothesis always necessary in research? Describe the functions of research hypotheses.
OR
B) Distinguish between parametric and non-parametric tests. Briefly explain the different parametric tests used in business research.
3. A) What is a research design? Explain the major types of experimental designs.
OR
B) What are the postulates of measurement? Differentiate between nominal, ordinal, Interval and ratio scales.
4. A) What are the different approaches to interview as a method of data collection? Explain the relative merits and demerits.
OR
B) Distinguish between descriptive, associational and inferential statistics. Explain the advantages and limitations of SPSS in data analysis.
5. A) What are the characteristics of a good research report? What functions does it perform?
OR
B) Describe the process of report preparation. Discuss the importance of objectivity in writing a marketing research report.


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Paper – II
Finance

Time: Three Hours

Max.Marks:100

Answer all questions

All Questions carry equal marks

1. A) Discuss the nature and significance of Financial management in a modern corporate entity.

OR

B) What is capital structure? Explain the factors influencing for determination of an optional capital structure.

2. A) Describe the recent developments in Indian Financial System.

OR

B) Explain the Regulatory framework for protecting the present and perspective Investors.

3. A) Discuss various approaches for valuation of equity and preference shares.

OR

B) Distinguish between Fundamental and Technical analysis and discuss the elements in such analysis.

4. A) Explain the reasons for corporate Acquisitions and state the merits and demerits in mergers and acquisitions.

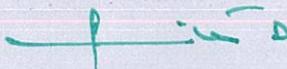
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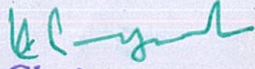
B) Discuss various approaches to corporate valuation.

5. A) Describe the structure of Indian Banking System and state the functions of commercial banks.

OR

B) Discuss the Trends and Progress in Mutual Funds Investment System in India.


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Paper – II
Human Resource Management & Organization Behavior

Time: Three Hours

Max.Marks:100

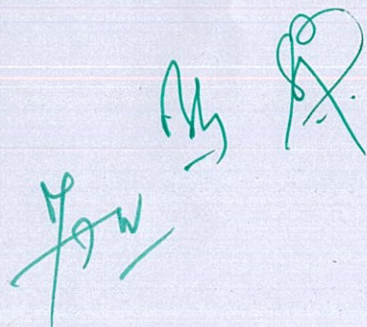
Answer all questions

All Questions carry equal marks

1. A) Explain the significance and functions of Human Resource Management.
OR
B) Describe the process of recruitment and selection in large corporate entities.
2. A) Discuss the needs of HRD and its strategies in a complex business environment.
OR
B) Examine the role and responsibilities of OD consultants.
3. A) Discuss the relative merits and demerits of competence based and Team based Performance management system
OR
B) Describe the viral issues in compensation management in a large concern.
4. A) Examine the recent dimensions in industrial Relation system in India Industries.
OR
B) Discuss the significance of Collective Bargaining system
5. A) Describe the factors affecting on organizational behavior.
OR
B) What is meant by Quality of Work Life? And discuss various issues in QWL.


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Paper – II
Marketing

Time: Three Hours

Max.Marks:100

Answer all questions

All Questions carry equal marks

1. A) What are the five different marketing management orientation? Justify each of them with appropriate examples and state why that orientation is relevant today?
OR
B) What is customer relationship management (RRM)? How does customer relationship management (CRM) help companies develop customer insights and deliver superior customer value?
2. A) Describe the different types of customer buying behavior. Which one would you most likely use if deciding on a laptop computer purchased and which one for choosing a restaurant for dinner?
OR
B) What do you understand by 'organizational buyer behavior'? Discuss the different models of organizational buyer behavior with suitable examples.
3. A) What is 'Global marketing'? Describe the constituent forces/elements or global marketing environment from the perspective of Indian companies.
OR
B) What do you mean by a 'marketing strategy'? Examine the alternative market selection and entry strategies available for global marketers.
4. A) What are the special characteristics of services marketing? Describe the emerging trends in marketing of services in India.
OR
B) What are the elements of marketing mix in respect of services? Discuss the challenges in marketing of quality/healthcare services in India.
5. A) Explain the important communication concepts relevant to the rural market. What is the significance of usage of symbols and pictures color and music in rural marketing communication? Discuss with suitable examples.
OR
B) What do you mean by 'Retail Marketing'? Discuss the problems and challenges of retailing in India.


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