

**DEPARTMENT OF COMMERCE
UNIVERSITY OF DELHI**

**DOCTORATE OF PHILOSOPHY
(Ph.D.)**

**(Ph.D. Course Work Syllabus)
(Academic Year 2015-16 and onward)**


**Head Department of Commerce
Delhi School of Economics
University of Delhi** 

Ph.D. Coursework Syllabus as approved by Departmental Research Council on 29th Jan, 2016
and Board of Research Studies on 10th February, 2016.

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I. PREAMBLE

The Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics formally set up as a separate entity in 1967, has imbibed the DSE tradition of exploring new frontiers of knowledge and innovation in academics. In its history spanning about five decades, it has redefined commerce education in the country. The Department has the legitimate claim and pride of being the premier institution in India for course curriculum development, teaching and researches in Commerce discipline. The rapid growth of the Department of Commerce is reflected in its expansion as well as novelty in its academic programmes.

Ph.D. in Commerce is taught at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi. As per Ordinance VI B, there are two modes of admission in Ph.D. program

- Through Entrance
- Direct Admissions without entrance test

AFFILIATION

The programme shall be governed by the Department of Commerce, Faculty of Commerce and Business, University of Delhi, Delhi – 110007




II: Ph.D. Programme Structure

Programme Structure

The Ph.D. Programme is divided into two parts as under. First Part will consist of two semesters.

	Semester I	Semester II
Part I	Semester I	Semester II
Part II	Thesis Work	

The schedule of papers prescribed for various semesters shall be as follows:

Part I: Semester I

Papers		Total Marks	Duration (Hrs.)
Paper No.	Title		
P-1011	Fundamentals of Research Methodology	75	3
	Area specific paper	75	3
P-1021	Fundamentals of Accounting		
P-1022	Fundamentals of Finance		
P-1023	Fundamentals of International Business		
P-1024	Fundamentals of Marketing		
P-1025	Fundamentals of Organizational Behaviour and Development		
P-1031	Term Paper I	50	--
Total		200	

Part II: Semester II

Papers		Total Marks	Duration (Hrs.)
Paper No.	Title		
P-2011A	Advanced Research Methods- International Business, Finance, and Accounting	75	3
	OR		
P-2011B	Advanced Research Methods- Marketing, Human Resource Development and Organisational Behaviour		
	Area specific paper	75	3
P-2021	Advanced Accounting		
P-2022	Advanced Finance		
P-2023	Advanced International Business		
P-2024	Advanced Marketing		
P-2025	Advanced Organizational Behaviour and Development		
P-2031	Term Paper II	50	--
Total		200	

Note: In regard to the course work, if needed, in view of the topic of the research proposal the supervisor may recommend specific paper for specific courses offered by the department in other areas of specialization and which the candidate is required to study.



III. Scheme of Examinations

1. English shall be the medium of instruction and examination.
2. Examinations shall be conducted at the end of each Semester as per the notified schedule.
3. Coursework Exemption: Candidates holding M.Phil. degree from the Department of Commerce, University of Delhi shall be exempted from Semester I and Term paper II of Semester II (i.e., P 1011, P1021, P1022, P1023, P1024, P1025, P1031 and P 2031). Candidate without M.Phil.Degree and those who have M.Phil.degree from other university shall be required to undertake Semester I and Semester II of coursework.
4. Pass Percentage
 - a. The minimum marks required to pass any paper in a semester shall be 50% in each paper.
 - b. As per Ordinance VIB, if the result is unsatisfactory, the student may be allowed to re-appear only once, within one year, otherwise the DRC may recommend cancellation of Ph.D. registration of the candidate.

Term Papers

- Each student is required to write two term papers carrying 50 marks each in the area of specialisation
- Term Paper will be examined as follows:

Presentation	15 marks
Evaluation	35 marks



IV: COURSE CONTENTS

Semester I
Paper Code: P-1011
Fundamentals of Research Methodology

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

***Course Objective:** The course aims to equip the researcher with the tools and techniques as applied to business research.*

Course Contents

Unit 1

Research Design – Formulation of Research Problem and types of research studies.

Unit II

Sampling Techniques – Probability & non – probability sampling, determination of sample size, non-response and measurement errors.

Unit III

Scaling and Sociometric Technique

Unit IV

Questionnaire construction and Collection of Information

Unit V

Reliability and Validity

Unit VI

Factor and Discriminant Analysis – application to business problems.

Applied regression analysis – Problem of estimation and interpretation with example of business research.

- **Readings** for the course to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Paper Code: P-1021
Fundamentals of Accounting

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course Objective: To impart focused and relevant knowledge about the theoretical and empirical developments in accounting.

Course Contents

Unit I

The scientific view and accounting

Unit II

Standard setting process – Various issues

Unit III

Accounting policy in an efficient market

Unit IV

Corporate financial reporting and disclosure.

Unit V

Accounting for multinational operations.

Accounting for price level changes.

- **Readings for the course** to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Paper Code: P-1022
Fundamentals of Finance

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course Objective: To equip the students with the fundamental concepts, theories and issues in different areas of finance so that the student can undertake advanced course in research in finance discipline. The emphasis must be on reading and understanding of seminal research papers which developed theoretical foundations of finance.

Course Contents

Unit I

Capital Budgeting Decisions
Dividend policy

Unit II

Corporate capital structure management

Unit III

Working capital management including Banking Policy

Unit IV

Indian Securities market

Unit V

Efficient market hypothesis
Capital Asset Pricing Model & its applications

Unit VI

Issues in International Capital Market

- **Readings** to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Paper Code: P-1023
Fundamentals of International Business

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

***Course Objective:** To develop an in-depth understanding of the strategy, structure and organisation of firms engaged in international business. It is intended that the teaching of the units should cover modern theories of international business.*

Course Contents

Unit I

Modern theories of international trade, finance, and economic relation (with more emphasis on application)

Unit II

Operational aspects of International Business

Unit III

Contemporary issues in International Business Relations

Unit IV

Multinational Enterprises

Unit V

Legal Framework of International Business

Unit VI

International Banking, Global financial markets and operations.
Issues in international marketing and consumer behaviour

- **Readings** to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Paper Code: P-1024
Fundamentals of Marketing

Duration: 3 hours

Max. Marks: 75

Teaching hours: 36

Course Objective: *To acquaint students with core concepts, developments and issues in marketing and equip them with knowledge base essential for conduct of quality researches in the marketing discipline.*

Course Contents

Unit 1: Basics of Marketing

- Concept and domain of marketing, Changes in the philosophies guiding marketing operations, Marketing management: Tasks, process and challenges
- Customer orientation, customer value and customer satisfaction; Market orientation: Alternative conceptualisations and operationalizations, Antecedents and consequences of market orientation

Unit 2: Consumer Behaviour

- Basics of consumer behaviour, Personal and interpersonal determinants of consumer behaviour
- Consumer buying behaviour: Process and models
- Quantitative models in marketing

Unit 3: Services Marketing

- Concept and characteristics of services, Developments in services marketing and contributions to core marketing discipline
- Service quality: Its conceptualisation and operationalization, Examining linkages of service quality with customer value, satisfaction and purchase intentions

Unit 4: Green marketing and social marketing

- Green marketing: Evolution and concept, Marketing responses to environmentalism; Researching green consumer behaviour
- Social marketing: Evolution of social marketing, Types and approaches to bringing about social reforms, Revisiting marketing process from social marketing perspective

Unit 5: Marketing Ethics and legal aspects of marketing

- Marketing ethics: Nature and role of ethics in marketing, Domain of marketing ethics, Ethical decision making, Review of researches in marketing ethics
- Legal aspects of marketing

Unit 6: International Marketing

- International marketing: Transition from export to global marketing, Self-reference criterion and international marketing, International marketing management: Process and EPRG framework
- Select research issues in international marketing: Standardisation vs. adaptation, psychic distance, country-of-origin effects, consumer ethnocentrism.

- **Readings** to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Paper Code: P-1025

Fundamentals of Organizational Behaviour and Development

Duration: 3 hours

Max. Marks: 75

Teaching hours: 36

***Course Objective:**The course aims to build sensibilities around impact of individuals and groups on the organization to know how organizations come into being. The sensibilities are built with focus on research processes woven around topics in the area of OBD across disciplinary boundaries.*

Course Contents

Unit I: Attitude

Study of attitude, cognitive, affective and behavioral tendencies, attitude formation, change and work attitude and its management

Unit II: Personality

Role of personality in making of individual and its importance in the organization, determinants and dimensions of personality

Unit III: Learning

Learning; styles, theories, role of rewards and punishments, learning process and role of culture

Unit IV: Motivation

Achieving motivation in the workplace and Employee Well-Being, motivating through work and managing motivation

Unit V: Group Dynamics

Group processes involved in interpersonal issues and functioning of organizations, work group and team processes, issues pertaining to collaboration and conflict

Unit VI: Decision Making

Analytic and behavioural perspectives to decision making and negotiation, styles and models of decision making, consensus competencies and building of consensus

- **Readings** to be suggested by the concerned faculty teaching the course keeping in view the relevance, contemporariness and research trends.



Semester II
Paper Code: P-2011A

Advanced Research Methods-International Business, Finance, and Accounting

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course Objective: *This course is an advancement over Basic Research Methodology. The purpose is to teach the necessary research methodology theory and tools for analyzing advanced problems in Finance, Accounting and International Business.*

Course Contents

Unit I: Introduction to Financial Econometrics

Nature of Economic and Financial time Series data. Types of data: cross-section, time series and panel. Using trend. Dummy variables – slope and intercept, Seasonality

Unit II: Time Series Analysis

Time series properties: Univariate stochastic process. Testing for stationarity: Graphical, correlogram and Unit root test - ADF. Lag length.

Unit III: Co-integration

Co-integration: Vector Auto Regressions (VAR) Model and Vector Error Correction Model (VECM).

Unit IV: Testing for Volatility

Standard Deviation, Mean and variance. Cross sectional volatility. ARCH and GARCH – Mean and variance equations.

Unit V: Panel Data Analysis and Limited Dependent Variable Models

Pooling Cross-Section and Time Series. Chow-Test. Fixed Effects and Random Effects models. Logit, Probit and Tobit models.

Unit VI: Applications in finance, accounting and international business

Event-study methodology. Stock return: Random Walk model and Efficient market hypothesis. Causality: Export and FDI. Using limited dependent variable models in accounting research

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.

Note: Faculty teaching this course are expected to provide orientation to the appropriate statistical packages related to the area.



Paper Code: P-2021B

**Advanced Research Methods- Marketing, Human Resource Development and
Organizational Behaviour**

Duration: 3 hours

**Max. Marks: 75
Teaching hours: 36**

Course Objective: *To familiarize research scholars with research issues as well as tools and techniques as applicable to researches in the areas of marketing and organizational behaviour.*

Course Contents

Unit I: Conducting Researches in Marketing and Organization Behaviour: Their Nature and Typology

Philosophical orientations to conducting research: Ontology and epistemology of research; Alternate research approaches and perspectives: Positivism, realism, interpretationism and pragmatism, Typology of researches in marketing and organisation behaviour: Basic vs. applied researches;

Unit II : Construct Measurement: Basics and Approaches

Construct conceptualisation, operationalization and measurement, Scale development process: An overview, Approaches to construct measurement: Reflective vs. formative frameworks; Construct dimensionality and hierarchical structure.

Unit III: Testing Scale Reliability and Validity

Reliability: Its meaning and nature, Alternate measures of reliability testing; Cronbach alpha and its limitations, Construct validity: Its meaning and types, Major approaches to validity testing

Unit IV: Qualitative Research: Additional Considerations

Collecting qualitative data: Action research, Grounded theory, Ethnography. Analysing qualitative data: Major issues and approaches

Unit V: Multivariate Data Analysis: I - Assessing Data Appropriateness

Detecting and dealing with data problems: Outliers, non-normality, multicollinearity, Natures and approaches to dealing with missing data, Common method bias

Unit VI: Multivariate Data Analysis: II - Advanced Techniques

Cluster and discriminant analyses, Structural equation modeling

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.

Note: Faculty member teaching this course are expected to provide orientation to the appropriate statistical packages related to the area.




Paper P-2021
Advanced Area Specific Paper – Accounting

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

***Course Objective:** To impart focused and relevant Knowledge about the Current developments in accounting.*

Course Contents

Unit I: Accounting Standards and Guidance:

Notes on various accounting aspects issued and standard setting process--- Accounting Principles, GAAP Development and Study of Accounting Standards. Study of Indian Accounting Standards and International Accounting Standards issued till the beginning of the current academic year.

Unit II: Comparative study of basic concepts of international accounting standards, US GAAP and standards in India.

Unit III: IFRS Implementation and Challenges in India, Adoption of IFRS Worldwide and In India, Transition To IFRS

Unit IV: Corporate financial reporting - issues and problems with special reference to published financial statements. Financial reporting in respect of various kinds of financial institutions like mutual funds, non-banking finance companies, merchant bankers, stock brokers

Unit V: Developments in accounting: Interim reporting, Segment reporting ,Corporate social reporting, Human resource accounting, Accounting for Intangible Assets, Accounting for Financial Instruments, Environmental accounting, Inflation Accounting

Unit VI: Study of emerging areas: Shareholders Value creation, Balanced Score Card , Contemporary issues in mergers and acquisitions, Derivatives and option Pricing Theory , Forensic Accounting- Economic Crime Investigations, Need of Forensic Accounting, Fraud Deterrence Internal/External Audit

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.

Note: Theoretical analysis will be supported by the review of empirical studies, wherever available.



Paper P-2022
Advanced Area Specific Paper - Finance

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course Objective: *To acquaint the students with the empirical evidence on various issues in finance, to prepare the students apply various concepts and theories in finance and equip them to identify research gaps and develop a framework for research in finance. The emphasis must be on reading and understanding of seminal as well as applied research papers which have provided empirical evidence on various issues and puzzles in finance.*

Course Contents:

Unit I: Corporate Financing and Restructuring

Corporate financing & Taxation, Pecking order and effect of Asymmetric information. Corporate dividend behaviour in practice. Corporate restructuring - Mergers & Acquisitions, Spin off, shareholders' value creation.

Unit II: Financial Markets

Regulation, crisis & contagion. Commodities Market, Derivatives Market & Bond Market

Unit III: Asset Pricing

Non-standard forms of CAPM, CAPM anomalies-Size Effect, Value Effect, Prior Return Effect, Seasonality Effect etc. Multifactor Asset Pricing Models.

Unit IV: Behavioural Finance

Behavioural biases-Framing, Mental accounting, Regret avoidance and Prospect theory etc. & Technical Analysis.

Unit V: International Finance

International Capital Market, Exchange rate management, International Diversification.

Unit VI: Contemporary Issues in Finance

Real options, Hedge funds, ETFs, Credit derivatives, Financial Market integration, Socially responsible investing etc.

Seminal research work and research papers dealing with contemporary issues should be discussed.

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.



Paper P-2023
Advanced Area Specific Paper: International Business

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course objective: To develop an in-depth understanding of the strategy, structure and organisation of firms engaged in international business and navigate the complexities involved in international business decisions. It is intended that the teaching of the units should cover related research issues and empirical evidence.

Course Contents

Unit I: Entry and Expansion

Entry and development strategies: Modes of entry, Direct investment, Collaborative arrangements, Evaluation of different forms of arrangements, Managing Foreign Arrangements

Unit II: Strategy of International Business

Industry, Strategy and Firm performance, The Firm as Value Chain, Types of Strategy Analysis of Competitive Forces

Unit III: Location Decision: Country evaluation and selection

Market screening, Assessing risks and opportunities, Country comparison tools

Unit IV: Culture and International Business

Cross-Cultural management, International marketing through internet, Ecological concerns and international marketing ethics.

Unit V: Organisation of international Business

Organisational structure, Locus of decision making, factors affecting structure and decision making, Coordination and control systems, Organisation culture

Unit VI: Advances in Multinational Enterprise Theory

Relationship between export and FDI, OLI Theory and LLL theory, Macroeconomics of FDI, Spill-over effects of FDI

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.



Paper P-2024
Advanced Area Specific Paper: Marketing

Duration: 3 hours

Max. Marks: 75
Teaching hours: 36

Course Objective: To enable scholars to gain additional insights into developments and researches in the area of marketing.

Course Contents

Unit I Marketing Theory: Basics

Marketing as a scientific discipline, Marketing theory: Major schools of thoughts and research streams, Revisiting domain of marketing: Three dichotomies model,

Unit II: Advances in Marketing Theory

Service dominant logic for marketing, Resource advantage theory of marketing, Post-modernist marketing theory

Unit III: Investigating Marketing: A Consumer Perspective

Consumerism and consumerism life cycle theory, Consumer sentiments towards marketing, quality of life and life satisfaction

Unit IV: E-marketing and Social Media Marketing

E-marketing and consumer Behaviour, Social media marketing

Unit V: B2B Marketing

B2B marketing: Concept, nature and scope, Framework for understanding process and issues in B2B marketing

Unit VI: Relationship Marketing

Relationship marketing: Evolution, nature and scope, E-CRM

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.



PaperP-2025

Advance Area Specific Paper: Organization Behaviour and Development

Duration: 3 hours

Max. Marks: 75

Teaching hours: 36

***Course Objective:** This course is to involve students in an intensive analysis of organization and environment interface. The aim of interaction with the students is to encourage them to develop cross-boundary ideas and prepare a research proposal.*

Course Contents:

Unit I: Organization systems and Structure

Organizations as social systems, the changing context of organization environment interface, organization as open system, design and structure of organization.

Unit II : Leadership in Organizations

Role of leader in the organization, approaches to leadership, nurturing Leadership for future organizations; management of organizational pressures – Internal and External

Unit III: Power and Politics

Power and politics in the organization, concepts and bases of power, role of organizational politics in its functioning

Unit IV: Change and Organizations

The dynamics of change in organizations, dealing with resistance to change, organizational interventions to manage change

Unit V: Cross Cultural Perspectives

Impact of workforce demography on the organizations, organizational responses towards managing workplace diversity; cross-cultural difference in organizational practices: Asia, Africa, Middle-East, North America, and Europe

Unit VI: – Organizational Culture and Effectiveness

Organizational culture and climate, deciphering cultural codes; Person–organization fit, enhancing effectiveness of organizational practices, data analytics and Technology

- **Readings** for the course are primarily research papers and other readings specified by concerned faculty from time to time.

