



**INTEGRAL
UNIVERSITY**
— LUCKNOW - INDIA —



Ph.D. IN COMMERCE

SYLLABUS OF Ph.D. COURSE WORK



Approved by the Board of Studies (BOS)

[Presented in 32nd Academic Council on October 26, 2024]

With Effect From

ACADEMIC YEAR 2024-2025

(Applicable to the batch of scholars admitted in the academic year 2024-2025 onwards)

**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE
INTEGRAL UNIVERSITY, LUCKNOW 226026**

September 2024

PhD Coursework in Commerce

Paper III: Subject-specific (4 Credits, 60 Hours)

Program Name: Ph.D. Coursework

Periods per Week: 4

Credits: 4

Course Objective: *To familiarise and acquaint the student with the understanding of emerging trends in major fields of commerce and trade.*

Course Code: CM601

Max Marks: 100

Duration of Exam: 3hrs

UNIT 1: INTERNATIONAL BUSINESS & TRADE: AN OVERVIEW (12 hours)

Definition of International Business; Scope of International Business Activities and theories. International Trade Theories: Mercantilism, Absolute Advantage, Comparative Advantage; Modern Trade Theory, The Concept of Balance of Payment. Balance of Payment: Recent Trends in India. Trade Development Efforts in India; Foreign Exchange & Foreign Trade Policy. Special Economic Zones (SEZ). International Monetary Fund (IMF); Organizational Structure; Functions of the IMF; Recent Structural Changes in the IMF; Engaging the World Organizations: The G-20 and Regional Trade Agreements; International Monetary System, WTO and TRIPS Agreement.

UNIT II: ADVANCED MANPOWER PLANNING AND MANAGEMENT (12 hours)

Important laws relating to industrial relations. Collective Bargaining, Compensation, Grievance Resolution, Human Resource Development – HRD climate, interventions, strategies, HRD practices in Indian organisations, International Human Resource Management. Organisational Change and Development, Participative Management. Enterprise Resource Planning, Intellectual Property Rights. International Human Resource Management: Different approaches of International HRM. Virtual Organisations. Technology and Digital Transformation in HR: Role of artificial intelligence (AI) in HR processes, Green HRM: Automation, HR analytics, and HR cloud solutions, Ethical and Legal Issues in HRM. Corporate governance and its relationship with HR practices.

UNIT III: MODERN MARKETING AND ANALYSIS OF MARKET OPPORTUNITIES (12 hours)

Marketing Tasks and Approaches to Modern Marketing, Analyzing Market Environment. Role of Marketing in the Corporate sector in Recent era: 4Ps & beyond, Marketing Challenges, Marketing Information System and Marketing Research, Rural Marketing. Digital Marketing. Components of Supply Chain Management, Distribution Channels, **Retail Marketing:** Retailing in India, Significance of retail industry, Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing. Marketing Issues and Relevance in 21st-century Business Enterprises Competing through E-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy – Sustainability Practices in Marketing.

UNIT-IV: ADVANCED FINANCIAL ACCOUNTING AND TRENDS IN FINANCE (12 hours)

Accounting Concepts and Conventions, GAAP, Accounting Standards in India, International Financial Reporting Standards (IFRS), Different forms of accounting. **Corporate Finance:** Strategic financial management, Capital Budgeting, Dividend policy, **Personal Finance:** Personal Financial Planning Process. Tax Planning, Investment Planning, Retirement Planning. **Stock Market:** Primary & secondary market, Objective and Functioning of the primary market, Players, and Instruments of primary Markets. Mutual funds and its instruments. **Behavioural Finance:** Meaning, Nature, Scope, Objectives of Investment Decision Cycle. **Climate Finance:** Financial Concepts relating to Sustainable Development, Key Drivers and Players. **FinTech:** Meaning - FinTech Evolution, Digital Currency - Digital Financial Services. **Financial Inclusion:** Initiatives of GOI and RBI towards financial inclusion. **Banking & Insurance:** Structure of the Indian Banking Industry, Emerging Trends and New Developments in the Insurance Industry.

UNIT-V: TRENDS IN APPLIED ECONOMICS AND REAL-WORLD APPLICATIONS (12 hours)

Financial Economics: Recent developments in Financial Economics, pricing of derivatives, investment decisions under uncertainty, the fisher effect. **Economics of Information,** asymmetric information, moral hazard, adverse selection, signalling theory. **Market Analysis & Game Theory:** Recent developments in market analysis with particular reference to forms of monopolistic competition, theories of games and strategic behaviour. **Development Economics:** concept and measurement of development, Traditional vs new measures of development, Divergence and convergence in global economies. **Macroeconomic Policy Overview:** Fiscal policy, Monetary policy, Exchange rate policy, Basics of open economy macroeconomics.

Suggested Readings-

- 1) International Business Text and Cases By Dr. P.Subba Rao, Himalaya Publishing House, Delhi.
- 2) International Business by K. Aswathappa, Tata McGraw Hill Education, Private Limited, New Delhi
- 3) Kings International Business by Devendra Thakur, Kings Books, Delhi.
- 4) International Business by Rakesh Mohan Joshi, Oxford Publication.
- 5) International Marketing by Sak Onkvisit and John J.Shaw Prentice Hall, New Delhi.
- 6) Ulrich, D. (2021). Reinventing the Organization: How Companies Can Deliver Radically Greater Value in Fast-Changing Markets
- 7) Storey, J. (2020). New Developments in Human Resource Management
- 8) Cascio, W. F., & Boudreau, J. W. (2019). Investing in People: Financial Impact of Human Resource Initiatives
- 9) Thite, M. (2020). Digital Human Resource Management and Technology
- 10) Lovelock Christopher H. Managing Services: Marketing Operations and Human Resources, Englewood Cliffs, New Jersey, Prentice Hall Inc.
- 11) Rajendra Nargundkar, Services Marketing, TMH
- 12) R Srinivasan, Services Marketing, Indian Context, Prentice Hall
- 13) Ravi Sankar, Services Marketing, Excel Books, New Delhi
- 14) Hoff Man and Bateson, Marketing of Services, Cengage Learning Ltd, New Delhi
- 15) Sehti, Jyotsma., Bhatia, Nishwan., Elements of Banking and Insurance, Prentice Hall of India, New Delhi, 2017;
- 16) Mohapatra, S. R., Acharya, D., Banking and Insurance, Prentice Hall of India, New Delhi, 2017;
- 17) Prakash, N. R. M., Banking, Risk and Insurance Management, Vikas Publication, 2016;
- 18) Loomba, Jatinder., Risk management and Insurance Planning, Prentice Hall of India, New Delhi, 2014;
- 19) Bessis, Joel., Risk Management in Banking, Wiley, Padstow, Cornwall, U.K., 2015;
- 20) Advanced Economic Theory, H.L.ahuja, S.Chand, New Delhi
- 21) Managerial Economics, Suma Damodaran, Oxford
- 22) Financial Economics, Chris Jones, Routledge Indian Edition
- 23) Economic Development, Todaro and Smith, Pearson Education
- 24) Krugman, P. & Obstfeld, M. *International Economics*.
- 25) Blanchard, O. *Macroeconomics*.
- 26) Todaro, M. P. & Smith, S. C. *Economic Development*.
- 27) Ray, D. Development Economics.
- 28) Stiglitz, J. E. The Theory of Screening, Incentives, and the Behavior of Economic Agents.
- 29) Akerlof, G. The Market for "Lemons": Qualitative and quantitative impact of asymmetric information.
- 30) Gibbons, R. A Primer in Game Theory.
- 31) Mishkin, F. S. The Economics of Money, Banking, and Financial Markets.
