

CENTRAL UNIVERSITY OF PUNJAB



Programme Name

Doctor of Philosophy (Ph.D.) in Commerce

Session 2021-22

Department of Financial Administration

School of Management

Programme Graduate Attributes

The graduates will adopt creative thinking and strengthen their problem solving ability. They will get prepared towards adherence to the highest standards of ethical behaviour. They will develop analytical bent of mind and focus towards integration of core concepts and theories with real life business problems.

COURSE STRUCTURE

Ph.D. Coursework in Commerce

Course Code	Course Title	Credit Hours			Cr.
		L	T	P	
MCM.701	Research Methodology	4	0	0	4
MCM.702	Computer Application in Business	1	1	0	2
MCM.704	Emerging Trends in Business	2	0	0	2
MCM.751	Research and Publication Ethics	2	0	0	2
MCM.752	Teaching Assistantship	0	0	2	1
UNI.753	Curriculum, Pedagogy and Evaluation	1	0	0	1
XXX. ###	Elective Course	4	0	0	4
		13	1	0	16

List of Electives (Students to choose a course from the list of elective courses given below)

MCM.705	Investment Analysis and Portfolio Management	Elective	4	0	0
MCM.706	International Finance	Elective	4	0	0
MCM.707	Banking, Insurance and Risk Management	Elective	4	0	0
MCM.708	Advanced Marketing	Elective	4	0	0
MCM.709	Advanced Organisational Behaviour & Development	Elective	4	0	0
MCM.710	Advanced Accounting & Finance	Elective	4	0	0
MCM.711	Rural Marketing and Consumer Behaviour	Elective	4	0	0
MCM.712	Financial Technology and Analytics	Elective	4	0	0

Course Code: MCM.701

Course Name: Research Methodology

Total Hours: 60

L	T	P	Credit
4	0	0	4

Learning Outcomes: On the completion of this course, students will be able

- a. To compare and contrast various types of research designs
- b. To develop insights on data collection tools and methods
- c. To apply scaling techniques and multivariate tools in business problems
- d. To draft final research reports

UNIT-I

15 Hours

Introduction to Research- Meaning, Objectives, types and significance of Research- Research Methods vs. Research Methodology- Business Research: Objectives and Characteristics, Scope, Types and Significance- Qualities of Good Researcher; Research Ethics and Plagiarism

Research proposal drafting on applied research problem.

Research Process- Formulation and Selection of Research Problem- Literature Review- Methods and Reporting, Identifying Variables, Constructing Hypotheses; Conceptualizing a Research Design- Meaning and Types of Research Design

Detection of plagiarism using softwares

UNIT-II

15 Hours

Sampling Design- Sampling Techniques- Probability and Non-Probability, Sample Size and its Determination, Qualities of a good Sample.

Collection and Presentation of Data- Constructing an Instrument for Data Collection- Methods for Data Collection. Validity and Reliability of Research Instruments- Ethical issues in Data Collection; Processing and Displaying Data.

Determination of appropriate sample size

UNIT-III

20 Hours

Data Analysis and Interpretation- Introduction to Qualitative, Quantitative and Mixed methods, Quantitative Methods- Univariate- Averages, Dispersion, Kurtosis and Skewness, Bivariate- Correlation, Regression and Time Series, Multivariate- Principal Component and Factor Analysis, Qualitative Methods- Grounded Theory and Triangulations, Mixed Methods- Convergent Parallel, Explanatory Sequential, Exploratory Sequential and Transformative.

Testing of Hypotheses- Parametric and Non-Parametric Test, Errors and Level of Significance

Application of principal component and factor analysis in analysis of data

Unit-4

10 Hours

Report Writing-Significance, Types and Steps; Referencing and Citation Styles; Writing a Bibliography; Standard forms of writing research paper, policy paper, dissertation/thesis, and project report.

Comparison of various referencing styles

Transaction Mode: Lecture, Project Method, Seminar, Tutorial, Problem solving, Case analysis.

Suggested Readings:

1. Bell E., Harley B. & Bryman A.(2020). Business Research Methods. Oxford Publication.
2. Cooper D.R.(2018). Business Research Methods(12th ed.). McGraw hill. (12/e)
3. Adams J., Khan H.T.A., Raeside R.(2014). Research Methods for Business and Social Science Research(2nd ed.). Sage Publishing.
4. Bajpai N.(2017). Business Research Methods. Pearson.
5. Gupta R.L. and Radhaswamy M.(2017). Advanced Accountancy (Vol. II). Sultan Chand and Sons.
6. Gupta S.L., and Gupta H.(2012). Business Research Methods. Tata McGraw Hill Education.
7. Kothari C.S., and Garg G.(2018). Research Methodology: Methods and Techniques. New Age Publication.
8. Kumar R.(2014). Research Methodology: A step by step guide for Beginners(4th ed.). Sage Publishing.

Web References https://onlinecourses.swyam2.ac.in/cec20_mg14/preview

<https://nptel.ac.in/courses/109/105/109105115/>

Course Code: MCM.702

Course Name: Computer Application in Business

Total Hours: 30

L	T	P	Credit
1	1	0	2

Learning Outcomes: On the completion of this course, students will be able a.

- To learn and use the basic functions of MS-Word.
- To use financial functions and analysis the data through Excel
- To learn about the basic operations of SPSS
- To apply multivariate data analysis techniques through SPSS.

UNIT-I

07 Hours

Use of MS Word in Business Research- Creation of Tables, Diagrams, and Graphs, Creation of Equations, Preparing Table of Contents, Endnote, Footnote, Bibliography, Auto-Spelling and Grammar check, Use of Thesaurus & Translation facilities, Use of Power Point Presentations in Business Research. Mendeley software in referencing.

Applying Mendeley software

UNIT-II

08 Hours

Use of MS Excel in Business Research- Data Tabulation & Processing- Data Validation, Creation of Tables, Diagrams, Use of Mathematical, Statistical, Functional and Logical formula for computations, Use of analysis ToolPak.

Apply statistical function in MS Excel

UNIT-III

7 Hours

SPSS I- General Orientation to Research in Business Management, Entering Describing and Obtaining Data, Descriptive statistics through SPSS, Assumption Tests

Finding out Descriptive statistics through SPSS

Unit-IV

8 Hours

SPSS II- Parametric and Non-Parametric tests; Univariate, Bivariate and Multivariate Data Analysis; Survey Methods for research in Business Management, Reporting and Presenting Research.

Analysing Parametric and Non-Parametric tests in SPSS

Transaction Mode: Lecture, Project Method, Seminar, Tutorial, Problem solving, Case analysis

Suggested Readings:

1. Devis G.H.(2017). Beginning Microsoft Office 2010. Apress.
2. Parmeswaran R.(2017). Computer Application in Business. S. Chand.
3. Powell S.G., and Baker K.R.(2017). Management Science: The art of Modeling with Spreadsheet. Wiley.
4. Shrivastava N.(2010). Computer Application in Management. Dreamtech Press.
5. Burns R.B., and Burns R.A.(2008). Business Research Methods and Statistics using SPSS. Sage Publication.

Web References <https://nptel.ac.in/courses/110/106/110106064/>

<https://people.umass.edu/evagold/excel.html>

L	T	P	Credit
2	0	0	2

Course Code: MCM.751

Course Name: Research and Publication Ethics

Total Hours: 30

Learning Outcomes: On the completion of this course, students will be able

- a. To learn and about Philosophy and ethics in research
- b. To gain insight knowledge on scientific conduct of research
- c. To know the publication ethics
- d. To understand about Open Access Publishing
- e. To aware about Publication Misconduct
- f. To analyse the databases & research Metrics

UNIT-I **3 Hours**

Philosophy & Ethics: Introduction to Philosophy: Definition, Nature & Scope, Concept, Branches. Ethics: Definition, Moral Philosophy, Nature of Moral Judgements & Reactions

Preparation of report on ethical research

UNIT-II **5 Hours**

Scientific Conduct: Ethics with regard to science & Research, Intellectual Honesty & Research Integrity, Scientific Misconducts: Falsification, Fabrication & Plagiarism (FFP), Redundant Publications, Duplicate & Overlapping Publications, Salami Slicing, Selective Reporting & Misrepresentation of Data

Detection of self-plagiarism

UNIT-III **7 Hours**

Publication Ethics: Publication Ethics: Definition, Introduction & Importance, Best Practices/Standards Setting Initiatives & Guidelines: COPE, WAME etc. Conflicts of Interest, Publication Misconduct: Definition, Concept, Problems that lead to unethical behaviour & vice versa, types. Violation of Publication Ethics, Authorship & Contributorship, Identification of Publication Misconduct, Complaints & Appeals, Predatory Publishers & Journals.

Preparation of a report on research ethics guidelines.

UNIT-IV **4 Hours**

Open Access Publishing: Open Access Publications & Initiatives, SHERPA/RoMEO Online Resource to check publisher copyright & self-archiving policies. Software tools to identify predatory publications developed by SPPU, Journal Finder/Journal Suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester etc.

Use of Scopus and UGC CARE list

UNIT-V **4 Hours**

Publication Misconduct: Group Discussion (2 Hours): Subject Specific Ethical Issues, FFP, Authorship, Conflicts of Interest, Complaints & Appeals: Examples and Fraud from India & Abroad.

Software Tools (2 Hours): Use of Plagiarism Software like Turnitin, Urkund & other Open Source Software tools

Use of Plagiarism Software

UNIT-VI **7 Hours**

Databases & Research Metrics: Databases (4 hours): Indexing Databases, Citation Databases: Web of Science, Scopus etc.

Research Metrics (3 Hours): Impact Factor of Journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score. Metrics: h-index, g index, i10 index, altmetrics.

Publishing in good impact factor journals.

Transaction Mode: Class Room Teaching, Guest Lecture, Group Discussions & Practical Sessions.

Suggested Reading:

1. Loue Sana(2019). Text book of Research Ethics: Theory & Practice. Springer.
2. Bryman & Bell(2018). Business Research Methods. Oxford.

Web References [https://www.kau.edu.sa/files/0013287/subjects/academic-writing-handbookinternational-students-3rd-ed%20\(2\).pdf](https://www.kau.edu.sa/files/0013287/subjects/academic-writing-handbookinternational-students-3rd-ed%20(2).pdf)
https://www.routledge.com/rsc/downloads/A_Practical_Guide_to_Academic_Writing_for_International_Students-A_Routledge_FreeBook-_FINAL_VERSION_.pdf

Course Code: MCM.752
Course Title: TEACHING ASSISTANTSHIP

L	T	P	Credit
0	0	2	1

Total Hours: 30

Learning Outcome:

At the end of this skill development course, the scholars shall be able to

1. familiarize themselves with the pedagogical practices of effective class room delivery and knowledge evaluation system
2. manage large and small classes using appropriate pedagogical techniques for different types of content

Activities and Evaluation:

- The scholars shall attend Master degree classes of his/her supervisor to observe the various transaction modes that the supervisor follows in the class room delivery or transaction process one period per week.
- The scholars shall be assigned one period per week under the direct supervision of his/her supervisor to teach the Master degree students adopting appropriate teaching strategy(s).
- The scholars shall be involved in examination and evaluation system of the Master degree students such as preparation of questions, conduct of examination and preparation of results under the direction of the supervisor.
- At the end of the semester, the supervisor shall conduct an examination of teaching skills learned by the scholar as per the following evaluation criteria:
- The scholars shall be given a topic relevant to the Master degree course of the current semester as his/her specialization to prepare lessons and deliver in the class room before the master degree students for one hour (45 minutes teaching + 15 minutes interaction).
- The scholars shall be evaluated for a total of 50 marks comprising content knowledge (10 marks), explanation and demonstration skills (10 marks), communication skills (10 marks), teaching techniques employed (10 marks), and classroom interactions (10).

Course Code: UNI.753

Course Title: CURRICULUM, PEDAGOGY AND EVALUATION

L	T	P	Credit
1	0	0	1

Learning outcomes:

Total Hours: 15

After completion of the course, scholars shall be able to:

- analyze the principles and bases of curriculum design and development
- examine the processes involved in curriculum development
- develop the skills of adopting innovative pedagogies and conducting students' assessment
- develop curriculum of a specific course/programme

Course Content

Unit I Bases and Principles of Curriculum

4 hours

1. Curriculum: Concept and Principles of curriculum development, Foundations of Curriculum Development.
2. Types of Curriculum Designs- Subject centered, learner centered, experience centered and core curriculum. Designing local, national, regional and global specific curriculum. Choice Based Credit System and its implementation.

Unit II Curriculum Development

4 hours

1. Process of Curriculum Development: Formulation of graduate attributes, course/learning outcomes, content selection, organization of content and learning experiences, transaction process.
2. Comparison among Interdisciplinary, multidisciplinary and trans-disciplinary approaches to curriculum.

Unit III Curriculum and Pedagogy

3 hours

1. Conceptual understanding of Pedagogy.
2. Pedagogies: Peeragogy, Cybergogy and Heutagogy with special emphasis on Blended learning, Flipped learning, Dialogue, cooperative and collaborative learning
3. Three e- techniques: Moodle, Edmodo, Google classroom

Unit IV Learners' Assessment

4 hours

1. Assessment Preparation: Concept, purpose, and principles of preparing objective and subjective questions.
2. Conducting Assessment: Modes of conducting assessment – offline and online; use of ICT in conducting assessments.
3. Evaluation: Formative and Summative assessments, Outcome based assessment, and scoring criteria.

Transaction Mode

Lecture, dialogue, peer group discussion, workshop

Evaluation criteria

There shall be an end term evaluation of the course for 50 marks for duration of 2 hours. The course coordinator shall conduct the evaluation.

Suggested Readings

- Allyn, B., Beane, J. A., Conrad, E. P., & Samuel J. A., (1986). Curriculum Planning and Development. Boston: Allyn & Bacon.
- Brady, L. (1995). Curriculum Development. Prentice Hall: Delhi. National Council of Educational Research and Training.
- Deng, Z. (2007). Knowing the subject matter of science curriculum, Journal of Curriculum Studies, 39(5), 503-535. <https://doi.org/10.1080/00220270701305362>
- Gronlund, N. E. & Linn, R. L. (2003). Measurement and Assessment in teaching.
- Singapore: Pearson Education
- McNeil, J. D. (1990). Curriculum: A Comprehensive Introduction, London: Scott, Foreman/Little
- Nehru, R. S. S. (2015). Principles of Curriculum. New Delhi: APH Publishing Corporation.
- Oliva, P. F. (2001). Developing the curriculum (Fifth Ed.). New York, NY: Longman
- Stein, J. and Graham, C. (2014). Essentials for Blended Learning: A Standards-Based Guide. New York, NY: Routledge.

Web Resources

- https://www.westernsydney.edu.au/_data/assets/pdf_file/0004/467095/Fundamentals_of_Blended_Learning.pdf
- <https://www.uhd.edu/academics/university-college/centers-offices/teaching-learningexcellence/Pages/Principles-of-a-Flipped-Classroom.aspx>
- <http://leerwegdialoog.nl/wp-content/uploads/2018/06/180621-Article-The-BasicPrinciples-of-Dialogue-by-Renate-van-der-Veen-and-Olga-Plokhooij.pdf>

Course Code: MCM.704

Course Name: Emerging Trends in Business

Total Hours: 60

L	T	P	Credit
2	0	0	2

Learning Outcomes: On the completion of this course, students will be able

- To understand the recent developments in the field of business
- To develop the research perspective for preferred area of research.
- To gather the relevant secondary data pertaining to their area of interest.

UNIT-i

7 Hours

Recent Developments in Accounting and Taxation- Corporate Social Reporting, Shareholder's value creation, Forensic Accounting, Fraud Deterrence & Examination, Green Accounting; International Taxation, Direct Tax & Tax Planning.

Application of Forensic Accounting for fraud detection

UNIT-II

8 Hours

Recent Developments in Marketing:

Social Media Marketing, E-Marketing, E- Customer Relationship Management, Services Marketing, Green Marketing, Social Marketing, Emerging Developments in Consumer Research.

Use of Social Media marketing

UNIT-III

7 Hours

Recent Developments in Finance- International Finance, Strategic Financial Management, Financial Modelling, Green Banking, Digital Banking, Payment Systems in India; Bank Failures.

Preparation of a report on development of digital banking after demonetisation

UNIT-IV

8 Hours

Recent Developments in HRM: Advanced Manpower Planning, HR Issues in Mergers & Acquisitions, Managing Diversity in Workplace.

Evaluation of HR issues after mega mergers in Indian banking sector

Transaction Mode: Lecture, Project Method, Seminar, Tutorial, Problem solving, Case analysis

Suggested Readings:

1. Mallin, Christine A.(2017). Corporate Governance. Oxford University Press.
2. Blowfield, Michael, and Alan Murray(2017). Corporate Responsibility. Oxford University Press.
3. Sharma, J.P.(2017). Corporate Governance, Business Ethics & CSR. Ane Books Pvt Ltd.
4. Sharma, J.P.(2017). Corporate Governance and Social Responsibility of Business. Ane Books Pvt. Ltd.

Web references

http://mastermindsindia.com/IPCC_BUSINESS%20ETHICS%20AND%20COMMUNICATION_35E.pdf

<https://www.slideshare.net/vardhamago/corporate-governance-notes>

Course Code: MCM.705

Course Name: Investment Analysis and Portfolio Management

Total Hours: 60

L	T	P	Credit
4	0	0	4

Learning Outcomes: On the completion of this course, students will be able

- a. To gain insights on emerging issues in Indian security market.
- b. To evaluate the application of various stock valuation models.
- c. To analyse the performance of mutual funds.
- d. To examine the role of various theories of portfolio management.

UNIT-I

15 Hours

Securities Market in India: Structure and Development of Indian Security Market, Capital Market- Primary Market and Secondary Market, Trading Mechanism, Types of Trading in Stock Market Stock Exchanges in India, Risk Management- On-Line Monitoring, Off-Line Surveillance Activity, Margin Requirements, Circuit Breakers, Stock Market Regulations, Clearing Corporation.

Application of circuit breakers in Indian stock markets

UNIT-II

15 Hours

Stock Valuations and Market Efficiency: Models for Stock Valuation and its Impact on Market Efficiency, Fundamental: Economic, Company and Industry Analysis, Technical Analysis, Equity and Debt instruments and their valuation, Market Efficiency: Weak-Form, Semi-Strong Form, Strong Market Efficiency, Efficient Market: Announcement and Price Return, Event Studies, Market Rationality

Application of event study and computation of abnormal returns

UNIT-III

15 Hours

Collective Investment Vehicles: Introduction and Structure of Mutual Funds, Classification of Mutual Fund Schemes, Asset Management Companies, Growth of Mutual Funds in India, Investor Protection and Mutual Fund Regulations, ETF's, Venture Capital Funds, SIP's, STP's and SWP's, Analysing Mutual Fund Performance, Mutual Funds and Taxation

Evaluation of mutual fund performance

UNIT-IV

15 Hours

Portfolio Management and its Theories: Introduction of Portfolio Management, Computation of Portfolio Risk and Return, Diversification and Portfolio Risk, Portfolio Selection and Asset Allocation, Capital Asset Pricing Models, Arbitrage Pricing Theory, Measuring Portfolio Performance with Asset Pricing Models, Efficient Frontier and Investors' Optimum Portfolio

Use of CAPM in estimation of returns of portfolio

Transaction Mode: Lecture, Seminar, Tutorial, Problem solving and Case analysis.

Suggested Reading:

1. Chandra P.(2017). Investment Analysis and Portfolio Management. McGraw Hill.
2. Edwin J., Elton, Martin J., Gruber, Stephen J., Brown and William N.(2013). Modern Portfolio Theory and Investment Analysis. Wiley.
3. Elton (2007). Modern Portfolio Theory and Investment Analysis. Wiley.
4. Haugen R.A.(2000). Modern Investment Theory. Pearson Education.
5. Jones C.P. and Jensen G.R.(2016). Investments: Analysis and Management. Wiley.
6. McMilan M. (2011). Investment: Principles of Portfolio and Equity Analysis. Wiley.
7. Ranganathan M, and Madhumati R.(2012). Security Analysis and Portfolio Management. Pearson Education.
8. Reilly F.K. and Brown K.C.(2012). Investment Analysis and Portfolio Management. South-Western Cengage Learning.

Web References <https://nptel.ac.in/courses/110/105/110105035/>

https://onlinecourses.swayam2.ac.in/imb19_mg09/preview

Course Code: MCM.706
Course Name: International Finance
Total Hours: 60

L	T	P	Credit
4	0	0	4

Learning Outcomes: On the completion of this course, students will be able

- a. To understand the dynamics of Multinational Enterprise and monetary systems.
- b. To gain insights on Foreign Exchange, Derivatives types and methods.
- c. To examine the role of financial decisions in Multinational Corporation.
- d. To compare and contrast various investment decisions in multinational corporations.

UNIT – I **15 Hours**

Environment of International Finance: Introduction: Multinational Enterprise and Multinational Financial, Management, The Determination of Exchange Rates and Central Bank Intervention, The International Monetary System and European Monetary System, Parity Conditions in International Finance and Currency Forecasting, The Balance of Payments and International Economic Linkages

Analysing the Balance of Payments in India

UNIT – II **15 Hours**

Foreign Exchange, Derivatives Markets and Foreign Exchange Risk Management: The Foreign Exchange Market, Currency Futures and Options Markets, Swap and Interest Rate Derivatives, Foreign Exchange Risk Management: Measuring and Managing Translation, Transaction and Economic Exposure

Measuring Foreign Exchange Risk

UNIT – III **15 Hours**

Financing the Multinational Corporation: International Financing and the Euromarkets, Cost of Capital for Foreign Investments and Multinational Capital Structure, International Portfolio Investment, Corporate Strategy and Foreign Direct Investment

Evaluating Cost of Capital for Foreign Investments

UNIT – IV **15 Hours**

Foreign Investments Analysis and Multinational Working Capital Management: Capital Budgeting for the Multinational Corporation, Country Risk Analysis, Financing Foreign Trade, Current Asset Management and Short-Term Financing, Managing the Multinational Financial System

Preparing Capital Budgeting for the Multinational Corporation

Transaction Mode: Lecture, Seminar, Tutorial, Problem solving and Case analysis.

Suggested Readings:

1. Buckley Adrian(2016). Multinational Finance. Prentice Hall of India.
2. Hull, J. C.(2017) Option, Future and Other Derivatives. Prentice Hall of India.
3. Jain P K, Peyrard Josette, and Yadav S S(1999). International Financial Management: Macmillan India Limited.

4. Rajwade A V(2014). Foreign Exchange, International Finance and Risk Management. Academy of Business Studies.
5. Vij, Madhu (2010) International Finance . Excel Books.

Web References <https://nptel.ac.in/courses/110/107/110107145/>
https://onlinecourses.swayam2.ac.in/cec20_mg12/preview

Course Code: MCM.707

Course Name: Banking Insurance and Risk Management

Total Hours: 60

L	T	P	Credit
4	0	0	4

Learning Outcomes: On the completion of this course, students will be able

- a. To understand the legal framework of Banking Sector.
- b. To gain insights on Capital adequacy norms.
- c. To examine the pricing and designing of Insurance services.
- d. To evaluate the risk management in insurance sector.

UNIT – I

15 Hours

Development and Legal Framework of Banking: Introduction to Indian Banking, Structure and Genesis of the Indian Banking Industry, RBI—The Regulating Authority of Indian Banking, Reforms in the Banking Sector, Non-Performing Assets (NPAs), Basel III—Implications for Indian Banking, **Loans and Advances:** Priority Sector Lending, Export credit, Project and Working Capital Financing, Grievance Mechanism, Emerging Issues.

Analysing trends of NPAs in Indian Banking Sector

UNIT – II

15 Hours

Banking Capital Management: Capital Management, Economic Capital, Balance Sheet Management, Regulatory Capital Requirements for Banks, Potential Changes in Capital Regulation, Reserve Adequacy Test, Materializing diversification Benefits through Capital Structure, Investment of Capital and Balance Sheet Segmentation.

Analysis of regulatory capital requirements of banks

UNIT – III

15 Hours

Development and Legal Framework of Insurance: Emerging Trends and New Developments in Insurance Industry, Designing the Insurance Services, Pricing and Promotion of Insurance Services, Internal, External and Interactive Marketing, Policy Servicing and Claims Settlement, Grievance Mechanism of the Indian Insurance Industry, Legal Aspects of Insurance Contract, Control of Malpractices, Negligence Loss Assessment and Loss Control,

Exclusion of Perils, Actuaries, Computation of Insurance Premium, Regulatory Framework of Insurance.

Designing the pricing and promotion of insurance services

UNIT – IV

15 Hours

Risk Management: Insurance as a Risk Management: Techniques and Principles, Requirements of an Insurance Contract, Risk Aversion and Risk Management, Risk Management and Shareholders Wealth, Balance sheet management and Regulation, Liquidity Management and Liquidity Gap, Interest Rate Gap, Hedging and Gap Management, Economic Value of Banking Book, Convexity risk in banking,

Assessment of Risk Management in insurance business

Transaction Mode: Lecture, Seminar, Tutorial, Problem solving and Case analysis

Suggested Readings:

1. Hubbard R.G. & Brien A.P.(2019). Money, Banking and the Financial System. Pearson Education.
2. Harrington and Neihaus(2017). Risk Management and Insurance. TMG.
3. Bessis, Joel.(2015). Risk Management in Banking. Wiley, Padstow.
4. Loomba, Jatinder.(2014). Risk Management and Insurance Planning. Prentice Hall of India.
5. Mohapatra, S. R., Acharya, D.(2017). Banking and Insurance. Prentice Hall of India.
6. Prakash, N. R. M.(2016). Banking, Risk and Insurance Management. Vikas Publication.
7. Sehti, Jyotsma., Bhatia and Nishwan.(2016). Elements of Banking and Insurance, Prentice Hall of India.
8. Weert. F. D.(2016). Bank and Insurance Capital Management. Wiley.

Web References https://onlinecourses.swayam2.ac.in/cec20_mg08/preview

<https://nptel.ac.in/courses/110/106/110106040/>

Course Code: MCM.708

Course Name: Advanced Marketing

Total Hours: 60

L	T	P	Cr
4	0	0	4

Learning Outcome: On the completion of this course, students will be able

- a. To compare and contrast various marketing orientations.
- b. To develop insights on buying behaviour.
- c. To apply product mix in marketing strategy formulation.
- d. To examine relevant factors in B2B Marketing.

UNIT-I **15 Hours**

Marketing Theory: Basis

Marketing as a scientific discipline, Marketing theory: Major schools of thoughts and research streams, Revisiting domain of marketing: Three dichotomies model
Designing Marketing Mix for luxury fashion brands

UNIT-II **15 Hours**

Advances in Marketing Theory

Service dominant logic for marketing, Resource advantage theory of marketing, Postmodernist marketing theory
Preparing list of major factors affecting purchase of lifestyle products

UNIT-III **15 Hours**

Consumerism and E marketing

Consumerism and consumerism life cycle theory, Consumer sentiment towards marketing, quality of life and life satisfaction, E-marketing and consumer Behaviour, social media marketing
Drafting product strategies for Tea brands

UNIT-IV **15 Hours**

B2B & Relationship Marketing

B2B marketing: Concept, nature and scope, framework for understanding process Drafting distribution strategies for Two Wheeler brands

Transaction Mode: Lecture, Seminar, Brain storming, Case study, News, Articles.

Suggested Readings:

1. Etzel, Michael J., Bruce J.Walker and William J. Stanton(2017). Fundamentals of Marketing(11th ed.) McGraw Hill.
2. Kotler Philip and Kevin Keller(2017). Marketing Management (13th ed.). Pearson Prentice.
3. Ramaswami V. S. and Namakumari S.(2018). Marketing Management. Sage Publication Indian Pvt. Ltd.
4. Sexsena and Rajan(2009) Marketing Management. McGraw-Hill Education.
5. Sherlekar S.A. and Krishnamoorthy R.(2017). Marketing Management. Himalaya Publishing House.

Web References <https://nptel.ac.in/courses/110/104/110104070/>

https://onlinecourses.swayam2.ac.in/cec20_mg06/preview

<https://nptel.ac.in/courses/110/104/110104068/>

Course Code: MCM.709

Course Name: Advanced Organisational Behaviour and Development

Total Hours: 60

L	T	P	Cr
4	0	0	4

Learning Outcome: On the completion of this course, students will be able

- a. To understand the functioning of the organisational structure.
- b. To gain insights on power and politics in organisations.
- c. To examine the dynamics of change in organisations.
- d. To learn the factors affecting organisational culture.

UNIT-I

15 Hours

Organisational System and Structure

Organisations as social system, the changing context of organisational environment interface, organisation as open system, design and structure of organisation.

Evaluating contingency approach in diverse work environment

UNIT-II

15 Hours

Leadership, Power and politics in Organisations

Role of leader in the organisation, approaches to leadership, nurturing

Leadership for future organisations: Management of organisational pressure- Internal and External

Power and politics in the organisation, concept and bases of power, role of organisational politics in it functioning

Cases on use of power at work place

UNIT-III

15 Hours

Change Cross culture perspectives in Organisations

The dynamic of change in organisations, dealing with resistance to change, organisational interventions to manage change

Impact of workforce demography on the organisations, organisational responses towards managing workplace diversity; cross-cultural differences in organisational practices: Asia, Africa, Middle-East and Europe

Comparing financial & non-financial motivation tools in manufacturing industry

UNIT-IV

15 Hours

Organisational Culture and Effectiveness

Organisational culture and climate, deciphering cultural codes; Person-organisation fit, enhancing effectiveness or organisational practices, data analytical and technology

Role play on techniques to manage the change

Transaction Mode: Lecture, Seminar, Brain storming, Case study, News, Articles and Mock Interview.

Suggested Readings:

1. Luthans, & Doh (2020) International Management: Culture, Strategy and Behaviour. McGraw Hill.
2. McShane S. & Glinow M. V.(2018). Organisational Behaviour. McGraw Hill.
3. Aswathappa, K.(2017). Organisation Behaviour, Himalaya Publishing House.
4. Mullins L. J.(2016). Management and Organisational Behaviour. Pearson.
5. Wilson F.M.(2016). Organisational Behaviour and Work. Oxford University Press.
6. Robbins; S.P.(2016) Organisational Behaviour. Prentice Hall of India Pvt. Ltd.
7. Singh, K.(2017). Organizational Behaviour: Text and Cases. Pearson.

Web References https://onlinecourses.nptel.ac.in/noc20_mg51/preview

https://onlinecourses.swayam2.ac.in/cec20_mg03/preview

Course Code: MCM.710

Course Name: Advanced Accounting and Finance

L	T	P	Credit
4	0	0	4

Total Hours: 60

Learning Outcomes: On the completion of this course, students will be able

- a. To develop an understanding about convergence of accounting standards with IFRS.
- b. To examine development in accounting and emerging areas.
- c. To apply techniques of Corporate Finance in decision making.
- d. To gain insights about various concepts and practices of corporate finance.

UNIT -I

15 Hours

Accounting Standards in India and its Transition : Notes on Accounting Aspects, Issued and Process of Standard Setting, Accounting Concepts and Conventions, GAAP, Development of Accounting Standards and Its Impact on Financial Statements, Accounting Standards in India and around the world, Comparative study of basic concepts of international accounting standards, IFRS- Implementation and challenges in India, Adoption of IFRS worldwide and in India, Harmonization and Transition of Indian Accounting Standards to IFRS.

Preparation of conceptual note on harmonization of accounting standards to IFRS

UNIT- I

15 Hours

Development in Accounting and Emerging Areas: Corporate Social Accounting, Human Resource Accounting, Accounting for Intangible Assets, Accounting for financial Instruments, Environmental Accounting, Inflation Accounting, Forensic Accounting including Techniques of Fraud Detection and Prevention, Green Accounting, Cloud Accounting, Creative Accounting, Accounting for Multinational operations, Accounting for Governmental and Non Profit Organization.

Application of Environment Accounting and Cloud Accounting

UNIT- III

15 Hours

Corporate Financial Reporting and Restructuring: Various Approaches to Corporate Valuation, Restructuring- Merger, Acquisition and Divestment, Leveraged Buy-outs (LBOs), Spin-off, Shareholders' Value Creation, Pecking Order and Effect Asymmetric information. Problems of the published financial statement, Financial Statement Analysis, interpretation & Reporting, Methods of Financial Statement Analysis: Financial reporting including Interim reporting, Segment Reporting, Reporting in respect of Institutions like Mutual Funds, Banking & Non-banking Companies, Merchant Bankers, Activity Based Costing, Value Chain Analysis, Quality Costing, Target Costing.

Evaluation of Merger and Acquisition and Business valuation

UNIT-IV

15 Hours

Corporate Financial Attributes and its Determination: Capital Structure and its Theories, Operating, Financial and Combined leverage. Cost of Capital, Specific Cost of Capital, Weighted Average Cost of Capital and Marginal Cost of Capital, Capital Budgeting: Methods of Evaluation. Dividend Policies: Issues in dividend decisions. Corporate Dividend Behavior

in Practice, Working Capital and its management including Cash, Inventory and Receivable Management, Crowd Funding.

Evaluation of proposals of new start up using risk and uncertainty methods of capital budgeting

Transaction Mode: Lecture, Seminar, Tutorial, Problem solving, Case study.

Suggested Reading:

1. Atrill P., and McLaney E.(2014). Accounting and Finance: An Introduction. Pearson Education.
2. Berk J., DeMarzo P.(2017). Fundamental of Corporate Finance. Pearson.
3. Growthorpe C.(2003). Business Accounting and Finance. Southwestern Cenage Learning.
4. Westerfield R., and Jordon J.(2016). Corporate Finance. McGraw Hill.

Web References

https://onlinecourses.swayam2.ac.in/nou20_cm04/preview

https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper8.pdf

Course Code: MCM.711

Course Name: Rural Marketing and Consumer Behaviour

L	T	P	Cr
4	0	0	4

Total Hours: 60

Learning Outcomes: On the completion of this course, students will be able

- a. To understand various concepts of Rural Marketing
- b. To gain deep insights on opportunities & problems in Indian Rural Markets
- c. To examine the impact of environmental influences on consumer behaviour.
- d. To gain insights on individual determinants of buying behaviour.

UNIT-I

16 Hours

Concepts of Rural Marketing: Conceptual Framework, Nature & Characteristics of Rural Market. Challenges & Opportunities, An Overview of Indian Rural Market, Rural Marketing Model, Rural Marketing Environment, Rural Consumer Behaviour, Characteristics of Rural Consumer, Consumer Behaviour Roles, Factors influencing Purchase of Products in Rural Market.

Designing Rural Marketing Mix for smart phones

UNIT-II

14 Hours

Rural Marketing Research: Process of Research in Rural Markets, Sources and Methods of Data Collection, Data Collection Approaches in Rural Markets, Segmenting, Targeting and

Positioning, Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools

Preparing list of major factors affecting purchase of health insurance

UNIT-III

15 Hours

Environmental influences on rural consumer behaviour: Cultural influences — Subcultures, Cross-cultural Influences Social class, social class classification - Cultural Differences in Non-verbal Communications reference groups influences - Group Norms and Behaviour, Family Life Cycle Stages. Consumer Socialization Opinion leadership and the diffusion of innovation — Marketing implications of these influences. Opinion Leadership.

Drafting product strategies for luxury fashion brands in rural areas.

UNIT-IV

15 Hours

Individual determinants and rural buying behaviour: The individual consumer and buying behaviour and marketing implications — Consumer perceptions, learning, attitudes, motivation and personality — psychographics, values and lifestyles. Self-Concept, Needs & Brand Choice. VALS and grouping consumers. Learning, Memory, Communication Applications and Behaviour Modification.

Drafting distribution strategies for shampoo brands in rural areas

Transaction Mode: Lecture, Seminar, Case Study, Research Papers & Supervised Dissertations.

Suggested Readings:

1. Pradeep Kashyap & Siddhartha Raut (2015). The Rural Marketing. Biztantra.
2. Krishnamacharyulu & Lalitha Ramakrishnan S. G. (2012). Rural Marketing: Text and Cases. Pearson India.
3. Bedi, R.V. Bedi, N.V. (2010). Rural Marketing. Himalaya Publishing.
4. Schiffman and Kanuk (2019). Consumer Behaviour. Pearson Education Asia.
5. Hawkins, Best & Coney (2010). Consumer Behaviour. Tata McGraw Hill.
6. Loudon and Della Bitta (2010). Consumer Behaviour: Concepts and Applications. Tata McGraw Hill.
7. Henry Assael (2010). Consumer Behaviour and Marketing Action. Kent Publishing Co.

Web References <https://nptel.ac.in/courses/110/107/110107080/>

<https://web.iima.ac.in/exed/programme-details.php?id=NDC3>

<https://nptel.ac.in/courses/110/105/110105074/>

https://onlinecourses.swayam2.ac.in/imb19_mg20/preview

Course Code: MCM.712

Course Name: Financial Technology and Analytics

Total Hours: 60

L	T	P	Cr
4	0	0	4

Learning Outcomes: On the completion of this course, students will be able

- a. To compare and contrast various theories in finance
- b. To manage bank back office activities
- c. To compare and contrast various Interbank Payment System
- d. To gain insights about Business Analytics.

UNIT I

15 Hours

Introduction of Finance and Technology: Conventional Finance, Prospect Theory and Market Efficiency: Traditional versus behavioural finance, neoclassical economics, expected utility theory, risk attitude, Allais paradox, asset pricing, the pricing of risk, market efficiency, agency theory, prospect theory and extensions, framing, and mental accounting, challenges to market efficiency, some key anomalies, noise trading and limits to arbitrage.

Comparing traditional and behavioural finance

UNIT II

15 Hours

Back office Operations: Bank back office management –Inter branch reconciliation – Treasury Management – Forex Operations – Risk Management – Data centre Management – Network Management – Knowledge Management (MIS/DSS/EIS) – Customer Relationships Management (CRM).

Reviewing data centre Management in back office operations

UNIT III

15 Hours

Interbank: Payment System – INFINET Interface with Payment system Network – Structured Financial Messaging system – Electronic Fund transfer – RTGSS – Negotiated Dealing Systems & Securities Settlement Systems – Electronic Money – E Cheques.

Visit bank and review different Electronic Fund transfer systems

UNIT IV

15 Hours

Introduction to Financial Analytics: Financial Analytics, Scope of Business Analytics, Data for Business Analytics, An overview of Big Data and Cloud computing, Models in Business Analytics, Problem Solving with Analytics; Applications and Challenges in Business Analytics – Marketing and Financial Analytics.

Research articles on Big Data and Cloud computing

Transaction Mode: Lecture, Project Method, Seminar, Problem solving and Case study, Data sets.

Suggested Readings:

1. Hubbard R.G. & Brien A.P.(2019). Money, Banking and the Financial System. Pearson Education.
2. Kaptan SS & Choubey NS.(2013). E-Indian Banking In Electronic Era. Sarup & Sons.
3. James Evans, Business Analytics, Pearson Publication, 2017

4. Gert H. N. Laursen (2010) Business Analytics for Managers: Taking Business Intelligence Beyond Reporting. John Wiley & Sons..
5. Jeanne G. Harris and Thomas H. (2007). Davenport, Competing on Analytics: The New Science of Winning. Harvard Business School Press.
6. Christian Albright.S and Wayne L. Winston (2014) Business Analytics: Data Analysis and Decision Making. South-Western College Publishing.

Web References <https://nptel.ac.in/courses/110/105/110105089/>

<https://www.youtube.com/watch?v=rXj6eq87C9k>

<https://nptel.ac.in/courses/110/106/110106040/>

<https://acadpubl.eu/jsi/2017-116-13-22/articles/18/98.pdf>