

Learning Outcome-Based Curriculum Framework (LOCF)

for

PhD Coursework in Department of Commerce



(Effective from the Academic Year 2024-25)


Prepared by

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CONTENTS

	Page No.
Preface.....	2
Preamble.....	3
Departmental Profile.....	4
Objectives of the Coursework.....	4-5
Learning Outcomes of the Coursework.....	5
Regulations Relating to PhD Coursework.....	6-9
Course Structure.....	10
Programme-Specific Outcomes.....	11
Syllabus for PhD Coursework.....	12-22



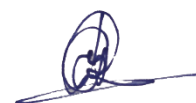
PREFACE

In compliance with the Arunachal Pradesh University vide letter no. APU-15-ACM/2023/94-3 dated 24/04/2024, for preparation of new syllabus under Choice-Based Credit System (CBCS), Department of Commerce prepared the syllabus for the Coursework for Doctor of Philosophy (PhD) in Commerce to be effective from the academic session 2024-25.

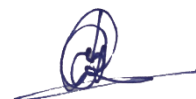
The syllabus framed by the department for the PhD coursework in CBCS format is presented herein. The syllabus was drafted as per the UGC Guidelines for the Learning Outcomes-Based Curriculum Framework (LOCF) approach. The emphasis has been on instilling multidisciplinary skills in the students so that they can carry out their intended research endeavours.

Students admitted under PhD programme will have to undergo a compulsory course of 6 (six) months duration of 12 credits. Detailed distribution of courses and the corresponding credits are given subsequently. Students are allowed to choose elective courses related to the different fields of Commerce. The current course is in line with the vision of Arunachal Pradesh University for providing a rigorous academic curriculum and a vibrant atmosphere for learning that equips students to solve national and global concerns. These are evident in the emphasis in all courses on fundamentals and flexibility, and in the incorporation of regional, national, and global components in the learning objectives.

Hill Top, Pasighat



Dr. Yab Rajiv Camder
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PREAMBLE

A Ph.D. in Commerce is a rigorous academic program designed to cultivate advanced research skills and a deep understanding of complex economic and business issues. Through original research and scholarly inquiry, students will contribute to the advancement of knowledge in the field of commerce.

We empower Ph.D. scholars to conduct cutting-edge research, analyse intricate economic phenomena, and develop innovative solutions to contemporary business challenges. By pushing the boundaries of knowledge, our program fosters the next generation of thought leaders in the field of commerce.

A Ph.D. in Commerce opens doors to a wide range of rewarding careers, including academic positions at prestigious institutions, research roles in government and industry, and leadership positions in multinational corporations. Our program equips students with the skills and knowledge necessary to excel in these demanding roles.



DEPARTMENTAL PROFILE

The Department of Commerce is one of the pioneering departments of Arunachal Pradesh University. It came into existence in the year 2022 on July 1. However, the department started its function only after the approval of the University in its First Executive Council Meeting held on 23rd May 2023. The formal classes for Master of Commerce started on 22nd August 2023 with 20 students. The department is currently offering M. Com Programme (2-Year Post-graduate Programme) with specialisation in Marketing. PhD Programme in Commerce will also commence from the academic year 2025.

The Department aims to foster students' interest in the business and research. It strives to boost students' employability while also allowing them to contribute to the world of research. The goal of the Department is to help students thrive in their fields, to become good professionals and devoted citizens who are ethical and have high moral values, and to contribute to society in the future. The Department's best practices enable students to comprehend the fundamental concepts and significance of their subject matter, as well as realise their full potential and responsibilities to the institution and society.

The Department uses project work, group discussion on current issues, presentations, interactive sessions, and lectures to impart knowledge and develop the personality of the students. Additionally, students are exposed to real-world situations through the provision of career guidance and counselling, special talks by experts, field and industry tours, and participation in academic events at universities and other institutions.

OBJECTIVES OF THE COURSEWORK

The objectives of the PhD programme in the Department of Commerce are multi-faceted, aiming to equip students with the necessary knowledge, skills, and competencies to become scholars, researchers, educators, and advocates in the field. The objectives include:

- i. To provide advanced knowledge and research skills in the field of commerce, enabling students to conduct original research and contribute to the advancement of the discipline.
- ii. To explore advanced topics in HRM, finance, accounting, marketing, and organisational behaviour.
- iii. To equip students with rigorous research methodologies, including quantitative and qualitative research techniques.
- iv. To develop critical thinking and analytical skills to formulate research questions and design research studies.

APU Curriculum PhD in Commerce Department



- v. To train students in advanced statistical techniques and data analysis tools.
- vi. To enable students to effectively interpret and present research findings.
- vii. To guide students in conducting independent research projects, culminating in a doctoral dissertation.
- viii. To foster creativity and innovation in research, encouraging students to explore new frontiers in the field of commerce.

LEARNING OUTCOMES OF THE COURSEWORK

The learning outcomes of the PhD programme in the Department of Commerce are designed to align with the programme's goals and objectives, ensuring that students develop the knowledge, skills, and competencies necessary to excel in academic, professional, and societal contexts. On completion of the courses for PhD programme in the Department of Commerce, the students will be able to:

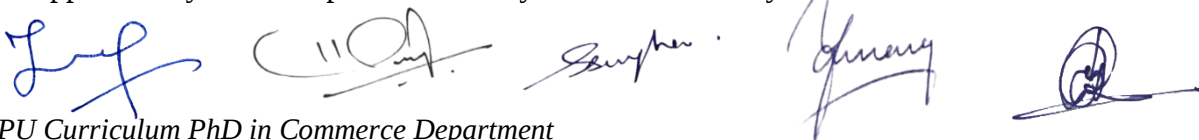
- i. Develop a deep understanding of core economic theories, financial principles, and business strategies.
- ii. Understand and critically evaluate key theoretical frameworks and methodological approaches in quantitative and qualitative research methodologies, including data collection, analysis, and interpretation.
- iii. Cultivate critical thinking skills to analyse complex economic and business problems.
- iv. Apply innovative problem-solving techniques to address real-world challenges.
- v. Effectively communicate research findings through written and oral presentations.
- vi. Understand and apply ethical principles in research and professional practice.
- vii. Analyse economic trends and their impact on businesses and industries.
- viii. Evaluate government policies and their economic consequences.
- ix. Forecast economic indicators and make informed predictions.
- x. Assess financial performance and risk management strategies.
- xi. Develop effective planning, policies, and strategies by analysing consumer behaviour and issues.
- xii. Conduct independent research, contribute to the existing body of knowledge, and apply their expertise to address real-world problems.



REGULATIONS RELATING TO PhD COURSEWORK

(As Per the Doctor of Philosophy (PhD) Ordinance of Arunachal Pradesh University)

- (a) The credit assigned to the PhD Coursework shall be a minimum of 8 (eight) credits and a maximum of 16 (sixteen) credits.
- (b) The Coursework shall be treated as a prerequisite for PhD preparation. The Department shall assign a minimum of four credits to one or more courses on Research Methodology covering areas such as quantitative methods, computer applications, review of published research in the relevant field, training, fieldwork, etc. Additionally, there shall be a compulsory course paper of two credits on Research and Publication Ethics (as per the directives of UGC vide DO no-F.I-1/2018(Journal/CARE) dated December 2019). Other courses, with the rest of the credit, shall be advanced-level courses preparing the students for PhD degree.
- (c) The Coursework for PhD shall be prescribed by the Board of Post-Graduate Studies (BPGS) of the concerned Department and approved by the Academic Council. All courses prescribed for PhD Coursework shall conform with the credit hour instructional requirement and shall specify content, instructional and assessment methods. The concerned Department shall slightly modify/upgrade the contents of the Coursework as and when required and implement the same from the next academic session on approval by the Academic Council.
- (d) The Department where the scholar pursues his/her research shall prescribe the course(s) to him/her based on the recommendations of the Research Advisory Committee (RAC) and approved by the Departmental Research Committee (DRC).
- (e) Admitted scholars shall be required to complete the prescribed Coursework during the initial one semester as a regular student fulfilling the mandatory attendance and other associated requirements for successful completion of the course. In-service candidates admitted to the PhD course shall have to take mandatory study leave for the period from their employer/competent authority. However, those scholars who have been awarded M.Phil. Degree and/or have successfully passed M.Phil./PhD Coursework in the concerned/relevant subject/discipline shall be either fully or partially exempted as the case may be from doing the prescribed Coursework provided such Coursework pursued earlier by them is considered equivalent and appropriate by the RAC and DRC, and so approved by the competent authority of the University. Such scholars as have been


 APU Curriculum PhD in Commerce Department

prescribed to pursue additional Coursework paper(s) shall have to fulfil the minimum requirement of 8 (eight) Credits to complete the Coursework.

- (f) The Coursework shall be evaluated on the basis of the performance of the scholar in the Internal Assessment Examination(s) to be conducted by the concerned Department, and the End Semester Examination to be conducted by the University. The weightage for the Internal assessment and the End Semester Examination shall be in a 25:75 ratio. In case, the scholar fails to secure a minimum of 55% marks in the Internal Assessment Examination, he/she shall be dropped from the programme.
- (g) A scholar has to obtain a minimum of 55 % of marks or its equivalent grade in the UGC 7-point scale (or an equivalent grade/CGPA in a point scale wherever grading system is followed) in the Coursework in order to be eligible to continue in the programme and submit the thesis. In case the scholar fails the End Semester Examination of the Coursework, a supplementary examination shall be conducted by the University within two months from the date of declaration of the result. However, the scholar shall be dropped from the programme if he/she fails again to clear the examination.

1. TYPES OF COURSES

Usually, a course refers to a ‘paper’ and is a component of an academic programme. Courses in PhD Coursework shall be of two kinds: **Core** and **Elective**.

- (a) **Core Courses:** A core course is a compulsory paper to be studied by all scholars to complete the requirements of the PhD degree.
 - (i) A course of 4 (four) credits on Research Methodology covering areas such as qualitative and quantitative methods, computer applications, review of published research in the relevant field, training, fieldwork, etc.
 - (ii) Research and Publication Ethics: The department shall offer a course paper of 2 (two) credits on Research and Publication Ethics (as per the directives of UGC vide DO no-F.1- 1/2018(Journal/CARE) dated December 2019).
- (b) **Elective Courses:** Elective courses can be chosen from a pool of papers from a syllabus offered by the department.
 - (i) **Open Elective:** This course offered by the department shall serve as an open elective for all scholars of the department.
 - (ii) **Discipline-Specific Elective (DSE):** It shall be supportive of the discipline of study, providing an expanded scope, and enabling and nurturing the research scholar’s

proficiency/skill. A scholar shall choose an elective paper based on the specialisation of his or her supervisor.

2. COURSE CODING

- (a) The courses offered by the department carry a three-letter departmental code (COM) that is followed by a single-letter under-parenthesis (C) code like **C** for Core, **OE** (OE) for Open Elective, and **E** (E) for Discipline-Specific Elective.
- (b) The number of credits is given in the form **L:T:P**, where **L** indicates the number of contact hours of lecture, **T** is the number of contact hours for tutorials, and **P** stands for practical credits per course. Each lecture credit corresponds to one lecture hour per week, while each practical credit corresponds to a 2-hour practical class. For example, 2:1:1 credit indicates that the course would have 2 lecture hours along with one tutorial session and one practical each week, while 1:0:1 credit indicates a course with one lecture hour, no tutorial session, and one 2-hour practical.

3. GRADE POINT AND GRADE LETTER

- (a) Under the absolute grading system adopted by the University, the marks shall be converted to grades based on pre-determined class intervals. The grading system with the following letter grades shall be adopted in awarding the grades and CGPA under the credit-based semester system.

% of Marks	Grade Point	Grade Letter
≥ 90 but ≤ 100 %	10	O (Outstanding)
≥ 80 but ≤ 90 %	9	A (Excellent)
≥ 70 but ≤ 80 %	8	B (Very Good)
≥ 60 but ≤ 70 %	7	C (Good)
≥ 55 but ≤ 60 %	6	D (Average)
Below 55 %	0	F (Fail)
Absent	0	AB (Absent)

- (b) A Research Scholar obtaining a Grade F shall be considered failed and shall be required to reappear in the examination.

4. COMPUTATION OF SGPA AND CGPA

- (a) The computation of the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) shall be done as follows:
 - (i) Semester Grade Point Average (SGPA) is the sum of the products of the course credit and grade points scored by a research scholar divided by the sum of all course credits offered by the research scholar. It can be calculated in the following manner:

APU Curriculum-PhD in Commerce-Department

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the research scholar in the i^{th} course.

- (i) Cumulative Grade Point Average (CGPA) is the sum of the products of the total number of credits of all courses taken by a research scholar in a semester with the SGPA in that semester divided by the total number of credits of all courses taken. It can be calculated in the following manner:

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the number of credits in that semester.



COURSE STRUCTURE

- (a) The duration of the PhD Coursework shall be 1 Semester (6 months).
- (b) The credit assigned to the PhD Coursework consisting of 4 (four) courses shall be a minimum of 12 credits and a maximum of 16 credits.
- (c) These 12 credits shall be distributed as follows:

Type of Course	Paper Code & Title	Credit	Credit Distribution	No. of Credit Hrs. & Modules	Distribution of Marks		
			L:T:P		TE	IA	Total
Core	COM/C/701: Research Methodology	04	3:1:0	40 Hours & 4 Modules	75	25	100
Core	COM/C/702: Research and Publication Ethics	02	1:0:1	30 Hours & 2 Modules as per UGC	25	25	50
Open Elective	COM/OE/703: Research Practices and Academic Writing	02	0:0:2	30 Hours	00	50	50
Discipline-Specific Electives (choose any one)	COM/E/704: Emerging Trends in Finance	04	4:0:0	40 Hours & 4 Modules	75	25	100
	COM/E/705: Emerging Trends in Marketing						
	COM/E/706: Emerging Trends in HRM						
Total		12			175	125	300
Thesis	COM/C/700	The department will follow the guidelines prescribed by the University, as per the ordinance and the decision of the Minutes of the Research Committee. Internal arrangements for presentation, seminar, and publication of research papers in journals will be as per UGC guidelines.					

L: Lecture; T: Tutorial; P: Practical; TE: Terminal Examination; IA: Internal Assessment

PROGRAMME-SPECIFIC OUTCOMES

- PSO 1: Apply advanced knowledge of core commerce disciplines to conduct cutting-edge research.
- PSO 2: Develop a multidisciplinary approach to gain a deeper understanding of business concepts and develop innovative solutions to complex problems.
- PSO 3: Develop analytical tools and techniques to evaluate financial data, conduct financial analysis, and make informed business decisions.
- PSO 4: Utilize data analysis methods, including statistical analysis, to gain deeper insights into research problems.
- PSO 5: Demonstrate a deep understanding of core economic theories, financial principles, and business strategies.
- PSO 6: Possess expertise in specialised areas of commerce, such as accounting, finance, marketing, or human resource management.
- PSO 7: Contribute significantly to the advancement of knowledge in the field of commerce and apply research findings to practical industry solutions.

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SYLLABUS FOR PHD COURSEWORK

COM/C/701: RESEARCH METHODOLOGY

Total Credit Hours: 40

Credit: 4 (L: 3; T: 1; P: 0)

Terminal Examination Duration: 3 Hours

Maximum Marks: 100 (Terminal: 75; Internal Assessment: 25)

Course Objective: *To introduce the research scholars with details of Research Methodology and its application during researches.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

1. *Understand the meaning and various types of business and societal research.*
2. *Collect and conduct various kinds data by applying suitable sampling methods.*
3. *Use techniques and process of conducting research.*
4. *Plan and execute the research studies in business and society.*

Unit I: Meaning and Types of Research (10 Hours)

Meaning and Types of Research: Basic Research; Pure Research; Applied Research; Modern Scientific approach to Research; Research in Business; Research process; Designing a research study; Criteria of Good Research; Salient features of Research Projects; Scope of a Research Study; Delimitation; Evaluations of Research study.

Unit II: Data Collection and Sampling Method (10 Hours)

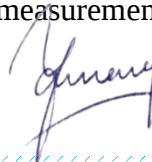
Data Collection: Primary and Secondary Data; Time series and Cross-sectional Data; Panel Data; Questionnaire design, Editing, Coding; Observation studies; Survey Methods; Pilot Survey; Population and Sample Study; Features of a Good sample; Determination of sample size; Sampling and Non-sampling errors.

Sampling Method: Probability Sampling Methods - Simple random sampling (SRSWR Vs SRSWOR); Systematic sampling; Stratified sampling; Cluster sampling; Area Sampling; Two-stage sampling; Multistage sampling; Sequential Sampling; Non-probability Sampling Methods-Convenience Sampling; Purposive Sampling; Statistical judgment; Quota Sampling; Snowball sampling.

Unit III: Research Report Writing (10 Hours)

Research Framework: Blueprint of research; Factors affecting the selection of problems and problem statements; Literature Review - Thematic and Systematic Literature Review; Formulation of the research objectives and hypothesis; Model building; Research Methodologies - Study population/ Universe; Variables; Sampling; Sample size determination; Methods of data collection; Plan for data processing and analysis; Fieldwork; Measurement & scaling, Attitude-measurement technique, Levels

APU Curriculum PhD in Commerce Department




of Measurement and types of scales, Research design, Pilot test, Test of Reliability & Validity.

Writing a research Report: Analysis and Interpretation of Structure of a Study; Types of Reports - Thesis, Dissertations, Research Papers, Business Report; Importance of Citation, References & Avoiding Plagiarism.

Unit IV: Quantitative Methods and Computer Application (10 Hours)

Hypothesis: Quality of a Good Hypothesis; Types of Hypotheses; Formulating Hypotheses; Operational Variables; Types of Errors in Hypothesis Testing; Understanding Power of a Test; Significance Levels and P-Values; Two-tailed & One-tailed Test; Parametric Tests; Non-Parametric Tests; Steps in Hypothesis Testing; Making Decision to Accept or Reject Ho.

Computer Application: Analytical Software in Research - MS Excel; SPSS, E-views, Etc; Reference Management Software – Mendeley, Zotero; Role of AI Tools for sentence formatting – Chat GPT, Copilot, Gemini, Grammarly, QuillBot.

Recommended Readings:

1. Ahuja, Ram (2022). *Research Methods* (2nd Edition). Jaipur: Rawat Publications.
2. Allen, T.H. (1978). *New Methods in Social Science Research*. New York: Praeger Publishers.
3. Anderson, J., Durtson, Berry H., & Poole, Millicent (1992). *Thesis and Assignment Writing*. New Delhi: Wiley Eastern Ltd.
4. Bailey, D.K. (1982). *Methods of Social Research*. New York: The Free Press.
5. Berdie, D.R. & Anderson, J.F. (1974). *Questionnaires: Design and Use*. Metuchen, N.J.: The Scarecrow Press, Inc.
6. Cochran, W.G. (1963). *Sampling Techniques* (2nd Edition). New York: John Wiley & Sons.
7. Creswell, John W., & Creswell, J. David (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th Edition). New Delhi: Sage India Publications.
8. Croxton, F.E., Cowden, D.J., & Klein, S. (1975). *Applied General Statistics* (3rd Edition). New Delhi: Prentice-Hall of India Pvt. Ltd.
9. Davis, G.B. (1981). *Introduction to Computers* (3rd Edition). New York: McGraw-Hill International Book Co.
10. Denzin, Norman K., & Lincoln, Yvonna S. (2008). *Strategies of Qualitative Inquiry*. London: Sage.
11. Denzin, Norman K., & Lincoln, Yvonna S. (2011). *The SAGE Handbook of Qualitative Research* (4th Edition). London: Sage.
12. Edwards, Allen (1967). *Statistical Methods* (2nd Edition). New York: Holt, Rinehart & Winston.


APU Curriculum PhD in Commerce Department

13. Freedman, P. (1960). The Principles of Scientific Research (2nd Edition). New York: Pergamon Press.
14. Gibbons, J.D. (1971). Nonparametric Statistical Inference. Tokyo: McGraw-Hill Kogakusha Ltd., (International Student Edition).

Note: The latest edition of the readings may be used.

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COM/C/702: RESEARCH AND PUBLICATION ETHICS

Total Credit Hours: 30

Credit: 2 (L: 1; T: 0; P: 1)

Terminal Examination Duration: 2 Hours

Maximum Marks: 50 (Terminal: 25, Practical: 25)

Course Objective: *To inform the research scholars about the research and publication ethics, as well as to prevent publication misconducts.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

1. *Understand the philosophy of ethics in science and scientific research, intellectual honesty and research integrity.*
2. *Learn to avoid scientific misconducts such as falsification, fabrication, and plagiarism.*
3. *Follow ethical practices in scientific publications, misrepresentation of data etc.*
4. *Use Indexing and citation databases, understand the importance of research metrics.*
5. *Handle the plagiarism software for their research work.*

THEORY

Unit I: Philosophy and Ethics (3 Hours)

Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions.

Unit II: Scientific Conduct (5 Hours)

Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP); Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

Unit III: Publication Ethics (7 Hours)

Publication ethics: definition, introduction, and importance; Best practices/standards setting initiative and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals.

PRACTICE

Unit IV: Open Access Publishing (4 Hours)

Open access publications and 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.

Unit V: Publication Misconduct (4 Hours):

Group Discussions (2 Hours): Subject-specific ethical issues, FFP, authorship; Conflicts of interest. Complaints and appeals: examples and fraud from India and abroad.

Software Tools (2 Hours): Use of plagiarism software like Turnitin, Urkund and other open-source software tools.

Unit VI: Databases and Research Metrics (7 Hours)

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.

Recommended Readings:

1. Faber J, *Writing scientific manuscripts: most common mistakes*, Dental Press J Orthod. 2017; 22(5): 113–117. doi: 10.1590/2177-6709.22.5.113-117.sar
2. Bird, A. (1998). *Philosophy of Science*. London: Routledge.
3. Chaddah, Praveen (2018). *Ethics in Competitive Research: Do Not Get Scooped; Do Not Get Plagiarized*. Self-Published (ISBN: 978-9387480865).
4. Roberts J. Plagiarism, Self-Plagiarism, and Text Recycling, *Headache*. 2018 Mar;58(3):361-363. doi: 10.1111/head.13276 Muralidhar, K., Ghosh. A., & Singhvi, A. K., (Eds.). (2019). *Ethics in Science Education, Research and Governance*. New Delhi: Indian National Science Academy.
5. National Academy of Sciences, National Academy of Engineering, and Institute of Medicine (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research* (3rd Edition). Washington DC: The National Academic Press.
6. Resnik, D.B. (2011). What is Ethics in Research & Why is it Important? National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>.
7. Creswell, J. W. (2008). *Educational Research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd ed.). Upper Saddle River: Pearson.

Note: The latest edition of the readings may be used.



COM/OE/703: RESEARCH PRACTICES AND ACADEMIC WRITING

Total Credit Hours: 30

Credit: 2 (L: 0; T: 0; P: 2)

Maximum Marks: 50 (Internal Assessment: 50)

Course Objective: *To provide research scholars with the skills necessary to develop a detailed research proposal and deliver effective seminar presentations.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

1. *Identify significant research gaps and articulate clear, focused research questions and hypotheses.*
2. *Perform comprehensive literature reviews, critically evaluating and integrating relevant academic sources to support the research proposal.*
3. *Write a structured and persuasive research proposal, including all essential components: abstract, introduction, literature review, methodology, and expected outcomes.*
4. *Recognize and address ethical issues in research, ensuring compliance with ethical standards in research design and execution, including confidentiality and informed consent.*

This is a non-lecture-based paper in which each scholar admitted to PhD programme shall have constant touch with the supervisor allotted to him or her soon after admission. (At the end of the semester, every research scholar shall give a seminar presentation in the department for which external expert(s) shall be invited from the cognate departments of Arunachal Pradesh University. Based on the writing aspect of the proposal and performance in the viva voce, final marks shall be awarded to each scholar by the external expert(s) in consultation with the supervisor of the Department of Commerce.)

Unit I: Formulation of Research Proposal and Plans

Literature Review, Identification of Research Problem, Framing of Objectives, Formulation of Hypothesis, Research Methodology, Chapterisation, Research Proposal / Plan

Unit II: Data Collection and Analysis

Identifying sources of data, Development of Questionnaire and Schedules, Questionnaire design, Web-based Questionnaire, Reliability & Validity Test, Cronbach alpha. Psychometric tests, Psychological and Social Instruments used in business research; Pilot Study, Field study, Collection of Data, Choice of methods of analysis

Unit III: Analysis & Interpretation of Data

Use of SPSS/ MS-EXCEL; Mendeley/ Zotero; Chat GPT: Copilot: Gemini: Grammarly: QuillBot for data analysis and interpretation (10-hour Practice sessions).

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Unit IV: Academic Research Paper Writing

Academic Writing: Introduction; Importance of academic writing; Basic rules of academic writing, English in academic writing; Styles of research writing; Plagiarism; Journal Metrics & Author Metrics; Literature review: Abstract writing; Review Paper Writing; Research paper writing; Communicating a Research Paper; Referencing and citation; Submission and; Post Submission.

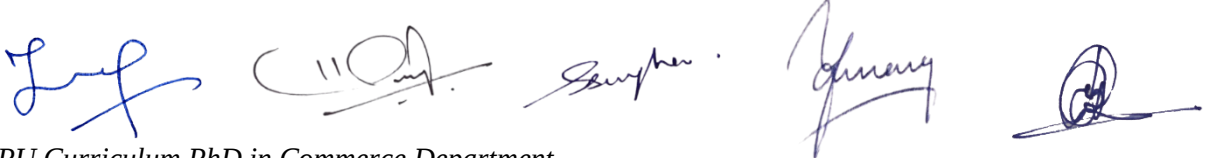
In the process, research scholars are expected to accomplish the following:

1. Carry out a comprehensive literature review on his or her chosen research topic.
2. Prepare a Research Proposal/Synopsis following the best practices in social sciences using the APA Referencing Manual (6th or 7th Edition).
3. Prepare questionnaire/interview schedule/household survey schedule, etc. for appending with the Synopsis.
4. Present the Final Synopsis in the department seminar.

Recommended Readings:

1. Faber J, *Writing scientific manuscripts: most common mistakes*, Dental Press J Orthod. 2017; 22(5): 113–117. doi: 10.1590/2177-6709.22.5.113-117.sar
2. *The Handbook of Academic Writing: A Fresh Approach* by Rowena Murray; Sarah Moore Open University Press, 2006
3. Proofreading for common grammatical mistakes: <http://bcs.bedfordstmartins.com/smhandbook6e/Player/MainFrame.aspx?task=handbook&taskid=3>
4. *Publication Manual of the American Psychological Association*. (2010) Washington, DC: American Psychological Association.
5. Roberts J. *Plagiarism, Self-Plagiarism, and Text Recycling*. Headache. 2018 Mar;58(3):361-363. doi: 10.1111/head.13276.
6. Impact factor, https://en.wikipedia.org/wiki/Impact_factor & <https://en.wikipedia.org/wiki/Hindex>
7. Thesis writing, <http://betterthesis.dk/literature-search/test-and-summary>
8. Reviewing the Literature: A Short Guide for Research Students, <https://uq.edu.au/student-services/pdf/learning/lit-reviews-for-rx-students-v7.pdf>
9. Creswell, J. W. (2008). *Educational Research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd ed.). Upper Saddle River: Pearson.
10. Wikipedia, Open educational resource, https://wikieducator.org/Educators_care/Defining_OE

Note: The latest edition of the readings may be used.


APU Curriculum PhD in Commerce Department

COM/E/704: EMERGING TRENDS IN FINANCE

Total Credit Hours: 40

Credit: 4 (L: 4; T: 0; P: 0)

Terminal Examination Duration: 3 Hours

Maximum Marks: 100 (Terminal: 75; Internal Assessment: 25)

Course Objective: *To acquaint the research scholars with the empirical evidence on various emerging trends in finance and equip them to identify research gaps and develop a framework for research finance.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

1. *Gain a comprehensive understanding of corporate financing and restructuring.*
2. *Grasp the intricacies of financial market mechanisms and diverse asset pricing models.*
3. *Acquire knowledge of international financing mechanisms.*
4. *Identify and respond to emerging trends and challenges in the financial market.*

Unit 1: Corporate Financing and Restructuring (10 Hours)

Corporate Financing & Taxation, Pecking order and effect Asymmetric information; Corporate dividend behaviour in practice; Corporate Restructuring – Merger and Acquisitions.

Unit II: Financial Market and Asset Pricing (10 Hours)

Financial Market – Recent Developments, Regulation, Crisis, and Contagion; Derivatives Market.

Asset Pricing – Non-standard forms of CAPM, CAPM anomalies; Size Effect, Value Effect, Prior Return Effect, Seasonally Effect, Multifactor Asset Pricing Models.

Unit III: International Financing (10 Hours)

International Arbitrage, Exchange Rate Exposure and Risks, Hedging Techniques to Counter Exchange Rate Risks, Multinational Capital Budgeting, Tax implications of International Transactions, Double Taxation Relief.

Unit IV: Emerging Issues in Finance (10 Hours)

Behavioural Finance; Prospect Theory, Cognitive Errors and Emotional Biases, Conservatism, Framing, Mental Accounting; Behavioural Finance and Technical Analysis; Triple Bottom Line Strategies, Fintech, Cross-Border Venture Capital, FDI, Capital Resilience, Financial Distancing, Contractual Restrictions, Debt Traps and Green Bond

Recommended Readings:

1. Prasanna Chandra, Financial Management: Theory and Practice, 9e, McGraw Hill Education.
2. IM Pandey – Financial Management, Vikas Publishing House Pvt. Ltd.
3. Brealy & Myers, Principles of Corporate Finance, McGraw Hill.
4. Anthony Saunders & Marcia Millon Cornett, Financial Markets & Institutions, TMH
5. Clare Roberts, Pauline Weetman, Paul Gordon, “International Corporate Reporting: a comparative approach”.
6. David Murphy, “Understanding Risk: The Theory and Practice of Financial Risk Management”, Chapman & Hall/CRC, 2008.
7. Steven Allen, “Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk”.
8. Jeff Madura, International Financial Management, 15e, West Publishers.
9. Allan C Shapiro, Multinational Financial Management, 10e, Prentice Hall of India, New Delhi.

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COM/E/705: EMERGING TRENDS IN MARKETING

Total Credit Hours: 40

Credit: 4 (L: 4; T: 0; P: 0)

Terminal Examination Duration: 3 Hours

Maximum Marks: 100 (Terminal: 75; Internal Assessment: 25)

Course Objective: *To enable research scholars to gain additional insights into development and researches in the area of Marketing.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

- 1. Develop a deep understanding of marketing principles and strategies.*
- 2. Understand the complexities of consumer behaviour and various consumer behaviour models.*
- 3. Learn how to apply marketing research to solve business problems.*
- 4. Identify and address emerging trends and challenges in the marketing industry.*

Unit I: Introduction of Marketing (10 Hours)

Introduction of Marketing, Marketing Environment; Marketing Segmentation; Targeting and Positioning, Product Planning and Development, Adaptation and Diffusion Process for New Product Line, Product Mix, Product Life-Cycle, Brand Equity: Building, Measuring and Managing Brand Equity.

Unit II: Consumer Behaviour and Its Models (10 Hours)

Consumer Behaviour; Factors Influencing Consumer Buying Behaviour, Buying Decision Making Process, Models of Buying Behaviour: Howard-Sheth Model, Nicosia Model, Engel-Kollat-Blackwell Model.

Unit III: Application of Marketing Research (10 Hours)

Marketing Research for Specific Market Situations, Marketing Research during various Product Life Cycle Stages, Marketing Research and Brand Positioning, Research for Market Segmentation, Research for Market Forecasting, Research for Developing and Evaluating Marketing Strategies.

Unit 4: Emerging Trends in Marketing (10 Hours)

Emerging Issues in Marketing – Online Marketing, Social Marketing, Content Marketing, Rural Marketing, Relationship Marketing, Reverse Marketing, Re-marketing, Green Marketing, and Service Marketing; Marketing Ethics.

Recommended Readings:

1. Kotler. P and Keller. K, Marketing Management: Analysis, Planning, Implementation, and Control, Prentice Hall.
2. Kotler. P, Marketing Management, Pearson Education, Asia Edition.
3. David J. L and Ronald S. R, Marketing Research, Prentice Hall India Publication, India.

4. Kotler P, Armstrong G, Saunders J and V Wong, Principles of Marketing, 3rd European ed. Pearson Education, London.
5. Paul E. Green. Donald S. Tull and Gerald Albaum, Research for Marketing Decisions.
6. Kenneth E. Clow and Donald Baack (2004); Integrated Advertising, Promotion and Marketing Communications; PHI Ltd., New Delhi
7. Loudon & Loudon; Consumer Behaviour; TMH; New Delhi
8. Lehman, Donald R. and Winer, Russel S., Product Management, Tata McGraw Hill, 3rd edition, 2002.
9. Johannsen. H and Terry. G, International Dictionary of Management, Kogan Page, India.
10. Hart, Norman A, The CIM Marketing Dictionary, 5th ed, Butterworth-Heinemann, USA.
11. Schiffman, Leon G., Wisenblit, Joseph and Kumar, S. Ramesh, Consumer Behaviour, Pearson India Education Service Pvt. Ltd.
12. Panda, Tapan K., Marketing Management, 3rd Edition, 2022, Taxman Publications Pvt. Ltd., New Delhi.
13. Ramaswami, V.S. and Namakumari, S., Marketing Management: Indian Context, Global Perspective, 6th Edition, 2018, Sage Publication India Pvt. Ltd, New Delhi.

Note: The latest edition of the readings may be used.



COM/E/706: EMERGING TRENDS IN HRM

Total Credit Hours: 40

Credit: 4 (L: 4; T: 0; P: 0)

Terminal Examination Duration: 3 Hours

Maximum Marks: 100 (Terminal: 75; Internal Assessment: 25)

Course Objective: *The course aims to inculcate conceptual frameworks of contemporary HRM & HRD trends and to instil application-level knowledge in the minds of research scholars about contemporary HRM & HRD trends.*

Learning Outcome: *After completing this course, the research scholars will be able to:*

1. *Develop a thorough understanding of Human Resource Management.*
2. *Become proficient in labour legislation and industrial relations.*
3. *Gain insights into emerging issues in Human Resource Management.*
4. *Recognize and comprehend the diverse ethical considerations in HR.*

Unit 1: Human Resource Management (10 Hours)

Human Resource Planning: Concept; Process and Techniques; Career Planning; Recruitment and Selection; Performance Appraisal and Performance Management;
Compensation Management: Economic Theory of Rewards, Compensation Systems, Tools and Techniques for Designing Compensation Packages, Statutory Provisions and Institutions Related to Compensation Management; Motivation, Discipline and Grievance Management; Retirement; HR Information System; HR Accounting; HR Audit.

Unit II: Labour Legislation and Industrial Relations (10 Hours)

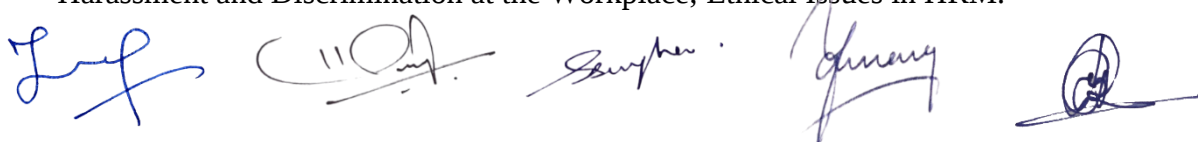
Important Laws Relating to Labour Health and Welfare, Factories, Industrial Disputes, Contracts, Payment of Wages, etc. Emergence of the Concept of Industrial Relations – Theoretical and Philosophical Underpinnings, Trade Unionism, Collective Bargaining, Negotiation Skills, Industrial Democracy, Institutions Related to Welfare and Rights of Workers.

Unit III: Contemporary Issues in HRM (10 Hours)

Employee Empowerment and Participative Management; Employee Engagement; Managing Creativity and Innovation; TQM and HR Strategies; Research Issues in HRM; Competence Mapping; Career Management; HR Outsourcing.

Unit IV: Ethics in HRM (10 Hours)

Understanding Indian and Western Conceptualisations and Theories of Ethics; Ethical Dilemma; Ethical Climate; Stakeholder Management; CSR and Corporate Governance; Harassment and Discrimination at the Workplace; Ethical Issues in HRM.



Recommended Readings:

1. Adler, N.J.; International Dimensions of Organizational Behaviour; Kent Pub; Boston.; 1991.
2. Armstrong Michel and Murlis, Helen. Reward Management: A Handbook of Salary Administration London Kegan Paul. 1988.Arthur, M. Career Theory Handbook. Englewood Cliff, Prentice Hall Inc., 1991.
3. Beardwell and Holden, 1996, Human Resource Management, London Pitman.
4. Blanchard, P. Nick, Effective Training: Systems, Strategies and Practices, New Delhi, Pearson.
5. Dale, B. Total Quality and Human Resources: An Executive Guide. Oxford, Blackwell. 1992.
6. Dayal, Ishwar. Successful Applications of HRD. New Concepts, New Delhi, 1996.
7. Dowling, P.J. etc.; International Dimensions of Human Resource Management; 2nd ed., Wadsworth; California; 1994.
8. Greenhaus, J H. Career Management. New York, Dryden, 1987.
9. Hofstede, G.; Cultures Consequence: International Differences in Work Related Values; 2nd edition; Sage; London; 2001.
10. Kohli, Uddesh & Sinha, Dharni P. HRD - Global Challenges & Strategies in 2000 A.D. ISTD, New Delhi, 1995.
11. Maheshwari, B L. &Sinha, Dharni P. Management of Change Through HRD. Tata McGraw Hill. New Delhi, 1991.
12. Malik, P L. Handbook of Industrial Law, Eastern Book, Lucknow, 1995.
13. Mead, R; International Management: Cross Cultural Dimensions; Blackwell; Cambridge; 1994.
14. Micton, Rock. Handbook of Wages and Salary Administration. 1984.
15. Pareek, U. et al. Managing Transitions: The HRD Response. Tata McGraw Hill, New Delhi. 1992.
16. Pareek, Udai, and Rolf P Lynton, Training for Development, New Delhi, Vistaar.
17. Ramaswamy, E A. The Strategic Management of Industrial Relations, Oxford University Press, New Delhi, 1994.
18. Robbins, SP and Decenzo, D. Human Resource Management. PHI Learning, New Delhi.
19. Srivastava S C. Industrial Relations and Labour Law, Vikas, New Delhi, 2007.
20. Supreme Court cases related to labour laws.

Note: The latest edition of the readings may be used.



*****END*****