ANNAMALAI UNIVERSITY
ANNAMALAI NAGAR

FACULTY OF ARTS
DEPARTMENT OF COMMERCE

DOCTOR OF PHILOSOPHY

HAND BOOK

AS PER REVISED PROSPECTUS

2018-2019
ELIGIBILITY

A pass in Master’s degree (M.Com) in Commerce / Accounting & Finance / International Banking / Financial Services / Business Studies / Co-operative Management and International Business / M.Com Five Year Integrated Programme / M.A. Co-operation / M.A. Corporate Secretaryship / Master of Bank Management / Master of Business Studies / Master of Financial Services / Master of Financial Management and Master of Financial Control with a minimum of Second class securing at least 55% of aggregate marks or in an examination recognized as equivalent thereto.

REGISTRATION

A candidate who wishes to undertake Ph.D research of this University either full time or part-time registration should apply in the prescribed form on or before the due date. The part-time candidates of this University should route their application through the Head of the Department of the Faculty.

The application must be completely filled in all respects. The applicants for interdisciplinary research should have a co-guide from the relevant discipline in addition to a guide in the main subject.

SELECTION PROCEDURE

Applications which fulfills the above conditions (mentioned in the Prospectus) will be scrutinized by a Doctoral Committee consisting of the proposed guide, the Head of the Department and two or three senior staff members (not more than five). The candidate will have to appear for a written test and an interview (75 marks + 25 marks). The marks and the evaluation report will be placed before the Vice-chancellor who in consultation with the Dean of the Faculty and Head of the Department will select and admit the applicant to work under the guide proposed.

COURSE WORK FOR NON-M.Phil CANDIDATES

The research scholars who do not possess M.Phil degree shall undergo the core courses prescribed. Examinations should be completed within a maximum period of two years from the date of registration.

If a candidate fails in any paper, he/she can repeat the examinations on two more occasions only. If the candidate fails in the third appearance, the registration shall be cancelled.

Only after completion of the courses successfully, the scholar will be eligible to submit the thesis.
SCHEME OF EXAMINATIONS

The Ph.D Research Scholars (Full-time and Part-time) with M.Com qualification, shall undergo a minimum of three courses of six credits each for a minimum period of one semester as stipulated by the UGC. The course work shall include a course on research methodology. The other courses may involve advanced techniques, latest development in the field of Research, and Commerce-related Research Problem. For those with M.Phil qualification admitted in Ph.D, Course-III is compulsory. The credit points and marks distributed are as follows:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Credit</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>Course -I: Research Methodology</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Course -II: Research in Commerce Financial and Business Organisations</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td>Second</td>
<td>Course –III: Field of Specialisation</td>
<td>6</td>
<td>100</td>
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<td></td>
<td>Dissertation</td>
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<td>Mandatory</td>
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<td>Viva-Voce</td>
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<td>Mandatory</td>
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Course-I: RESEARCH METHODOLOGY (6 CREDITS)
This is common to all the students of the Department.

Course-II: FINANCIAL AND BUSINESS ORGANISATIONS (6 CREDITS)
This is common to all the students of the Department

Course-III: FIELD OF SPECIALIZATION (6 CREDITS)
There are 11 areas of specialization and the candidate would select an appropriate course based on his/her area of research.
Examination in Course I and II will be held at the end of the first semester and the examination for Course III will be held at the end of the second semester.
The syllabus for each course will consist of 5 units.

DISSERTATION
After the successful completion of the three courses, each candidate is required to submit a dissertation on the topic of his/her research at the end of a period of two years for Ph.D in the case of candidates with a M. Phil and three years for others.

VALUATION OF THESIS
A Board of Examiners (Evaluation) will be constituted based on a panel of Indian and Foreign examiners which will be forwarded by the Head of the Department concerned.
The thesis will be evaluated by two examiners chosen from the panel.

VIVA-VOCE
On receipt of the evaluation report from the examiners regarding the acceptability of the dissertation, a public viva-voce examination will be conducted by the board of Examiners (Viva-voce). The Head of the Department will be the Chairman.
Objectives

To make the researcher gain expert knowledge with a perspective on Research Methodology

Unit I: Types of Research and Research Design

Unit II: Sampling Techniques and Design

Unit III: Collection of Data and Construction of Research Tools

Unit IV: Skill required for Researchers and Application of Ethics

Unit V: Reporting format and Style of Reporting

Texts Books:
3. GhoshB.N 2016 Scientific Methods and Social Research, Sterling Publication Delhi
Reference Books:
4. Deepak ChawlaNeenaSodhi 2017 Research Methodology, S.Chand& Sons, New Delhi

SUGGESTED MOOC COURSES:
1. MOOC Material: Mastering Data Analysis in Excel, Created by: Duke University, Delivered by: Coursera, Taught by Daniel Egger and Jana Schaich Borg.
3. Econometrics: Methods and Applications, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Christiaan Heij
4. Econometrics: Methods and Applications, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Michek van der Wel.
Objectives
To make the researcher gain expert knowledge with a perspective on different areas in Research

Unit I: Financial Management and Indian Financial System

Unit II: Banking and Insurance

Unit III: Basics of Entrepreneurship and Business Environment

Unit IV: Basics of Marketing and Co-operation

Unit V: Introduction to Human Resource Management and Organisational Behaviour Research
Text Books:

Reference Books:

SUGGESTED MOOC COURSES:
1. Initiating and Planning Projects, Created by: University of California, Irvine, Delivered by: Coursera, Taught by: Margaret Meloni.
3. Portfolio and Risk Management (Coursera), Created by: Indian School of Business (ISB), Delivered by: Coursera, Taught by: Ramabhadran Thirumalai.
4. Economics of Money and Banking, Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.
Objectives
To make the scholar to gain expert knowledge of human resources and the role HR Manager in employee recruitment, reward system, motivation methods and role of leadership.

Unit I: Meaning and Importance of Human Resource Management

Unit II: Recruitment and Selection Process & Methods of Motivation

Unit III: Grievance, Discipline and Worker’s Participation in Management

Unit IV: Leadership and Conflict Management

Unit V: Tools and Scales as applied to Human Resource Management Research

Text Books:

Reference Books:
Ph.D (Commerce) Degree Programme – Broad Field
Paper – III: ORGANISATIONAL BEHAVIOUR

Objectives
To make the scholar to gain expert knowledge of behavioural aspects of organization and to learn principles of organisational behaviour.

Unit I: Introduction to Organisational Behaviour and Different Dimensions

Unit II: Interactive Dimensions of Organisational Behaviour

Unit III: Dynamics of Organisation

Unit IV: Authority and Communication

Unit V: Tools and Scales as applied to Organisational Behaviour Research

Text Books:

Reference Books:
Ph.D (Commerce) Degree Programme – Broad Field
Paper – III : BUSINESS ENVIRONMENT

Objectives
To make the researchers gain basic knowledge and beware of the recent trends and developments in the field of business environment in India

Unit I: Economic Environment

Unit II: Economic Planning Policy Environment

Unit III: Technological Environment and Digital India

Unit IV: MNCs and Foreign Investments
Multinational Corporations – Government Control Over MNCs – Foreign Institutional Investments (FIIs) – Foreign Direct Investments (FDIs) – Present Position – Role of the Government in the Management of Foreign Investments.

Unit V: Tools and Scales as Applied to Business Environment Research

Text Books:

Reference Books:

SUGGESTED MOOC COURSES:
1. International Business Environment and Global Strategy (edX), Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.
Objectives

To expose the researchers the challenges of entrepreneurship and make them to solve entrepreneurial problems.

Unit I: Basics of Entrepreneurship

Entrepreneur – Need and Importance – Characteristics – Traits – Functions – Types –
Entrepreneurial Motivation – Motivating Factors and Methods – Motivation Theories –
Achievement Motivation.

Unit II: Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) – Need – Objectives – Phases of
EDP – Training – Institutions Conducting EDPs – Entrepreneurial Growth – Role of
Government and Non-Governmental Agencies in Promoting Entrepreneurship – Institutions
Assisting Entrepreneurs – DICs – SIDO – NSIC – SIPCOT – TIIC – NIESBUD – TCOs,
SIDBI – IDBI – Commercial Banks.

Unit III: Rural Entrepreneurship

Rural Entrepreneurship – Definition – Problems of Rural Entrepreneurship –
Overcoming the Problems of Rural Entrepreneur – Rural and Urban Markets – Steps to
Promote Rural Entrepreneurship – Green Marketing – Importance – Women Entrepreneurship –
Concept – Functions – Growth – Problems – Development of Women Entrepreneurship –
Advent of Credit – Self Help Groups – Problems and Prospects.

Unit IV: Technological Environment and Digital India

Technological Environment – Concept – Nature of Technological Environment –
Elements of Technology and Society – Digital India – Nine Pillars of Digital India –
PayGov – Digital Locker – Jan Dhan Yojana – Make in India – Startup India and Stand up India
work – Make in India – Opportunities in India.

Unit V: Tools and Scales as Applied for Entrepreneurial Development Research

Need for Scaling – Methods – Measurement of Institutional Behavior – Socio-Metric
Scales – Scaling Techniques – Procedure for Constructions – Statistical Measures and Their
Applications to Entrepreneurial Research Problems – Measures of Central Tendency –
Measures of Variability – Correlation Analysis – Tests of Hypothesis – Z-Test – T-Test – Chi-
Square Test and ANOVA – Non-Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C.RKothari 2016 Research Methodology (Methods & Techniques) New Age
   International Publications, New Delhi.
   Programmes, Ess Pee Kay Publishers, Chennai.
5. Gupta C.B and N.P. Srinavasan, 2013 Entrepreneurial Development, Sultan Chand &
   Sons, New Delhi.
Reference Books:

SUGGESTED MOOC COURSES:
Ph.D (Commerce) Degree Programme – Broad Field
Paper – III : CO-OPERATIVE MANAGEMENT

Objectives
To prepare the researcher to gain experts knowledge of the principles and practices of cooperation with reference to India.

Unit I: Co-operative Movement in India

Unit II: Credit Co-operative Institutions

Unit III: Non Credit Co-operative Institutions
Non-Credit Cooperatives in India – Organizational Structure – Financial Assistance – Constitution and Working of Industrial Cooperatives, Diary Cooperatives, Housing Societies and Marketing Cooperatives – Problems and Prospects.

Unit IV: Co-operative Education and Co-operative Law

Unit V: Tools and Scales as Applied to Co-operation

Text Books:

Reference Books:
2. The Tamil Nadu Cooperative Societies Act, 1983.
3. Indian Cooperative Movement – A Profile.

Journals:
1. The Cooperator, New Delhi.
4. Tamil Nadu Journal of Cooperation, TNCU, Chennai, Tamil Nadu.
Websites:
1. http://www.tncu.tn.gov.in
2. http://www.neui.in
3. http://www.nedu.nic.in
Ph.D (Commerce) Degree Programme – Broad Field
Paper – III : MARKETING MANAGEMENT

Objectives
To make the researcher gain expert knowledge with perspectives on research in marketing.

Unit I: Marketing and Marketing Mix

Unit II: Marketing Plan and Consumerism

Unit III: Marketing Decisions

Unit IV: Agricultural Marketing and Services Marketing

Unit V: Tools and Scales as Applied To Marketing Research

Text Books

Reference Books
Objectives
To make the students gain expert knowledge in insurance and recent developments in insurance industries.

Unit I: Introduction

Unit II: Legal Framework

Unit III: Indian Insurance Act, 1949

Unit IV: IRDA

Unit V: Tools and Scales as Applied to Insurance Research

Text Books:

Reference Books:
Ph.D (Commerce) Degree Programme – Broad Field

Paper – III : TECHNOLOGY BANKING

Objectives
To make the students gain applied and expert knowledge in Banking and recent developments in Banking industry.

Unit I: Financial Institutions and Services
Classification of Banking Industry – Reserve Bank of India – Commercial Banks – Development Banks – NABARD-Regional rural banks- Cooperative Banks – Specialized Banking institutions – Structures – Workings – Merger and Acquisition - Current scenario of Retail Banking Services in India.

Unit II: Banking Sector Reforms

Demonetization – History of Demonetization in India – Meaning - Definition- Background-Objectives-Advantages and Disadvantages. Demonetization – Black money – fake money- Digital financial transactions-cash less economy – Remonetization- The Role of RBI in demonetization and Remonetization -Role of National Payment Corporation of India

Unit III: Lending Principles

Unit IV: Technology in Banking


Unit V: Tools and Scales as Applied to Banking Technology Research

Text Books:

Reference Books:
Ph.D (Commerce) Degree Programme – Broad Field
Paper – III   FINANCIAL MANAGEMENT

Objectives:
To make the researcher gain expert knowledge with a perspectives on research in Financial Management

Unit I : Cost of Capital and Capital Budgeting Decisions

Unit II : Capital Structure and Dividend Decision

Unit III : Working Capital Management
Management of working capital – concept – importance – Determinants and computation of working capital – Management of cash, inventory and receivables – Regulations of Bank credit to industry

Unit IV : Financial Statement Analysis and Miscellaneous

Unit V : Tools and Scales as Applied to Financial Management Research

Text Books

Reference Books:
SUGGESTED MOOC COURSES:
1. Finance for Everyone: Debt, Created by: McMaster University, Delivered by: Coursera, Taught by: Arshad Ahamed.
4. Financial Management, Created by Vanitha Tripathi, Delhi University. Swayam
Ph.D (Commerce) Degree Programme – Broad Field  
PAPER III: FINANCIAL MARKETS AND SERVICES

Objectives
To make the researcher gain expert knowledge with a perspective on research in Financial Markets and Financial Services.

Unit I: Money Market

Unit II: Financial Intermediaries

Unit III: New Issue Market and Secondary Market:

Unit IV: Financial Services

Unit V: Tools and Scales as Applied to Financial Market and Financial Services Research

Text Books:

Reference Books:
3. Gupta S.P 2012 Statistical Methods, Sultan Chand Publication, New Delhi

SUGGESTED MOOC COURSES:
2. MOOC Material: Global Financial Markets and Instruments, Created by: Rice University, Taught by: Arzu Ozoguz.
Objective:
To develop an in-depth understanding of the theory of International Business as well as strategy, structure and organization aspects of firms engaged in international business.

Unit I: Basis of International Business
Globalisation and its drivers; every modes and development strategies; Evaluation of different modes and selection of an energy strategy.

Unit II: Theory of Trade and Investment

Unit III: Global Business
Foreign Exchange Market; International Monetary System; Exchange rate arrangements; International money and Capital market ; International banking.

Unit IV: International Marketing and International Taxation and investment Issues
International Marketing : An Overview ; EPRG frame work and its relevance to assessment of a firms ‘involvement with international markets- Internationalisation process of business firms; Theories and Models; psychic distance, international strategy formulation and firm performance; consumer ethnocentrism and country – of- origineffects. International double taxation; International tax evasion and avoidance- Transfer Pricing, Tax heavens, treaty shopping: Methods to alleviate international double taxation; double taxation Avoidance Agreement (DTAAS) Bilateral Investment Treaties

Unit V: Tools and Scales as Applied to International Business

Text Books:
3. RudderDutt and Sundaram KPM 2016 Indian Economy S.Chand& Co Ltd,New Delhi

Reference Books :
SUGGESTED MOOC COURSES:
2. MOOC Material: *International Finance*, Created by: Marginal Revolution University, Delivered by: MR University, Taught by: Alex Tabarrok and Tyler Cowen.
3. MOOC Material: *International Business I (Coursera)*, Created by: University of New Mexico, Delivered by: Coursera, Taught by: Doug E Thomas.