

**COURSES OF STUDIES FOR THE
M.PHIL. EXAMINATION OF
IN
COMMERCE**



**P. G. Department Of Commerce
Utkal University
Vanivihar, Bhubaneswar - 751004**

PROGRAM OBJECTIVE

The programme aim to equip the Research Scholars with knowledge, skill, values and attitude keeping the importance of research in present scenario and to enhance the quality of research.

PROGRAM OUTCOME

The expected outcome of the syllabus is to equip research scholars with advanced research Skills to carry out empirical as well as conceptual research in the area of finance & account, Marketing, Entrepreneurship, Banking & Insurance and General Management, for M.Phil. Degree.

The course shall also facilitate inculcation of relevant attitude and a sense of Empowerment.

It will recognize multiplicity ways and means of knowledge-creation and its application in the field of commerce and business.

**M. Phil course in Commerce is one-year duration and it comprises two semesters.
The total marks of the whole course shall be six hundred marks.**

1st Semester

Paper - 101	Research methodology	100 marks
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Any two of the following:

Paper - 102 (Gr. A)	Accounting	100 marks
Paper - 103 (Gr. B)	Finance	100 marks
Paper - 104 (Gr. C)	Marketing	100 marks
Paper - 105 (Gr. D)	International Business	100 marks
Paper - 106 (Gr. E)	Management	100 marks

2nd Semester

Paper – 201	Advanced Research Methods & Computer Applications	100 marks
Paper – 202	Practical	100 marks
Paper – 203	Dissertation	100 marks

PAPER -1 RESEARCH METHODOLOGY

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

UNIT-1 Importance of social science research meaning and scope. Problems in social science research, objectives of research. Nature and benefit of research. How to organize such research Studies ? Role of Research Institutions, Government, Voluntary organizations. Application of research findings to functional areas of business context of social science research. Cost of research relevance to society.

UNIT-2 Determining the broad research problems and designing a scientific social research. Statement of the problem. Idealisation through literature survey and discussions. Designing the research features of a good and useful research Hypothesis. Formulation of hypothesis, Testing hypothesis and role of hypothesis in social research.

UNIT-3 Importance of Data : Time series data and cross section data. Collection of data complete enumeration and sample survey. Random sampling and stratified random sampling. Processing Data : Classification and tabulation. Use of statistical techniques like Regression analysis and correlation. Processing through computer runs. Use of selected computer packages in social research analysis of processes data. Research findings and their interpretation.

UNIT-4 Survey method of research : Importance of field survey. Collection of data from primary sources. Preparation of questionnaire. Pre testing of questionnaire and pilot study. How to conduct a pilot study ? Determination of the sample size. Demographic characteristics of respondents. Case method of research : How it is different from conventional research. Usefulness of case study method of research.

UNIT-5 Thesis organization : Thesis presentation format : Perspectives, Objectives, Techniques, Chapter plan and presentation.

Course Outcome:

The outcome of the course is to acquaint the research Scholars with the process and techniques of conducting research.

The course is expected to train them to plan and execute the research studies in business.

Books Recommended :

1. Young, P. V. & Schmid, C.F: Scientific social survey and Research.
2. Selltiz Claire, et. : Research Methods in Social Relation Hold, Rinehart & Wilton, New York.
3. Goode & Halt : Methods in Social Research 9McGraw Hill).
4. J. John Ston : Econometric Methods (New York McGraw Hill).
5. C. R. Kothari : Research Methodology methods and Techniques (Wishwa Prakashan, New Delhi).
6. Allen. T. Harrel. New Methods in Social Science Research (New York Prageger Publishers).
7. Wilkinaon & Bhanesakar, Methodology and Techniques of Social Science Research.(Himalaya Publishing House).
8. Training in Research Methodology in Social Science in India : Ramchandran, P. ICSSR, New Delhi.
9. Gopal, M.H. : An Introduction to Research Procedure in Social Sciences. (Asia Publishing House, Bombay)
10. Sharma, H. d. & Mukherjee, S. P. : Research in Economics and Commerce (Indian Biographic centre, Varanasi)
11. Kerlizger, F. N. : Foundations of Behavioural Research (Holt Reinhart and win, New York)

PAPER – II ACCOUNTING

Course Objective: The course aims to inculcate conceptual frameworks of contemporary accounting skill and accounting standards trends and to instill application-level knowledge in the minds of research scholars .

UNIT-I Accounting : Nature, objectives and scope , Role of the Accountant in Modern Business, Branches of Accounting, GAAPs, Users of Accounting Information.

Accounting Information System : Relevance, AIS and Business organization, Internal Control and AIS.

UNIT-2 Accounting Theory : Need, Classification and Foundations, Accounting Environment, Approaches to the formulation of accounting theories.

UNIT-3 Accounting Standards : ASB & IASB, Indian Accounting Standard vs International Accounting Standard, Conceptual Knowledge regarding all Indian Accounting Standards.

UNIT-4 Contemporary Issues in Accounting : Human Resource Accounting, Social Responsibility Accounting, Environmental Accounting.

UNIT-5 Analysis of Financial Statements : Cross sectional analysis & time series analysis, Ratio Analysis, Corporate Disclosure, Recent trends, Disclosure in financial reporting, Segment reporting, Annual reports of companies.

Course Outcome:

- **Ability to examine the contemporary accounting trends.**
- **To instill application-level knowledge in the minds of research scholars and the ability find scope for development and research in the areas of accounting.**

Books Recommended :

1. Porwal, L. S. : Accounting Theory , Tata McGraw Hill
2. Hadriksbn, H. S. : Accounting Theory . Richard D. Irwin
3. Mukherjee & Ray : Studies in Accounting Theory (World Press)
4. Rathore, Shirin : International Accounting (PHI)
5. Basu, A. K. : International Accounting Harmonisation, University of calculate.
6. Bodnar, G.H. & Hopward, W.S.- Accounting Information System. (Allyn & Bacon Ind. Boston).
7. Cushing B. and Romney M. : Accounting Information System . (WestPublishing Co. New York).
8. Lev Baruch, Financial Statement Analysis (Prentice Hall)
9. Foster G. : Financial Statement Analysis (Prentice Hall)
10. Jawahar Lal : Corporate Financial Reporting : Theory and Practice (Taxman)

PAPER – III FINANCE

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

UNIT-1 Introduction : Goals and Functions of Business Finance, Scope of Finance, financial Environment, Changing Role of Finance Manager, Agency Conflict. Financial Sector Reforms and Indian Financial System. Innovations in Markets, Institutions, Instruments and Services.

UNIT-2 Funds Management : Mobilisation of long term and short term funds, Sources, Costs and instruments. Reforms in the capital market and money market. Marketing of securities and functioning of stock exchanges.

UNIT-3 Assets Management : Long term investment management, Selection and Evaluation of Investment opportunities. Management of short term investment, Cash management, Inventory management, receivable management.

UNIT-4 Specialised Areas of Finance : Corporate restructuring, Mergers and Acquisitions, Mutual Funds, Lease Financing, Credit rating. Venture Capital Financing & Private Equity.

UNIT-5 International Finance : Global Financial Market and its constituents. International Financing institutions, Foreign Exchange market and Financing of Imports and Exports. Foreign exchange exposure, Translation, Transactional and Economic exposure, Management of forex exposure. Foreign exchange rates, Factors influencing foreign exchange rates.

Course Outcome:

- **The outcome of the course is to introduce to students the contemporary finance trends.**
- **To instill application-level knowledge in the minds of research scholars and the scope for research in the areas of finance.**

1. Anthony Saunders & Marcia Millon Cornett, Financial Markets & Institutions, TMH
2. Arif Khurshed, “Initial public offerings (IPOs)” Managerial Finance, Vol 33(6) 2007.
3. Chi Lo, “Asia and the Subprime Crisis: Lifting the Veil on the “Financial Tsunami”, Palgrave Macmillan, 2009.
4. Clare Roberts, Pauline Weetman, Paul Gordon, “International Corporate Reporting: a comparative approach”.
5. Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI, Eastern Economy Edition, 2011
6. David Murphy, “Understanding Risk: The Theory and Practice of Financial Risk Management”, Chapman & Hall/CRC, 2008.
7. Deepak B Phatak, Sameer Kochhar, R Chandrashekhar, “Financial Inclusion”
8. Haluk Akdogan, “The Integration of International Capital Markets: Theory and Empirical Evidence”.
9. Keith Redhead, “Personal Finance and Investments: A Behavioural Finance Perspective”, Routledge, 2008.
10. L M Bhole, Financial Institutions & Markets – Structure, Growth & Innovations, TMH
11. M Y Khan, Financial Services, TMH, 2008
12. Mark Zandi, “Financial Shock: A 360° Look at the Subprime Mortgage Implosion and How to Avoid the Next Financial Crisis”, FT Press, 200

PAPER – IV

COMPUTER APPLICATION AND DATA MANAGEMENT

Theory -60

Practical-40

Objectives: To acquaint with applications of Information Technology in Business research

UNIT-1 MS Office : MS Word and its application. Introduction to word processing. Creating & Saving Document, Editing, Formatting, Insertion of pictures. Table, Spell & Grammar check, Auto correct and Auto text, Mail merge, Protecting the document, macros Printing

UNIT-2 Finding Mean, Median, Mode, Percentage, Correlation-simple & multiple regression. F test, 't' test, ANOVA and other statistical calculation by developing own formulas by using spread sheet and other statistical packages MSTAT.

UNIT-3 Interest and Emerging Technology : Internet, Recent Development, Domain, Sub Domains, Major features of internet, WWW, E-mail- its feature, uses E-commerce, its benefits, applications, Electronic Data interchange, its components, Benefits, working & EDI. Tele Conferencing, Audio Conferencing, Video Conferencing, Computer Conferencing.

PRACTICALS

- ☞ Use of MS-Excel sheet for all sort of mathematical and statistical calculations with the help of formulas.
- ☞ Use of MSTAT Package for statistical calculations like mean, median, mode, regression analysis, correlation, T-test, F-test, Annova and others
- ☞ Use of internet, visiting different Sites , Searching of information from internet sites .

Expected Outcomes:

- Use of Spread sheets and statistical tools.
- Competency developed in application of computing skills and computer applications in research.
- Expertise in tools/software like MS-Office, MS-Excel, SPSS , Tally and alike