

Krishnaguru Adhyatmik Visvavidyalaya

Ph.D Coursework Syllabus

Department: Commerce

Session: 2024-25



Krishnaguru Adhyatmik visvavidyalaya, Nasatra.

PhD Coursework Syllabus.

Department: Commerce.

Course Credit : 04.

Course code : PhD-COM-5044.

Total Mark : 80(External) + 20(internal) =100

Course Title: CONTEMPORARY SCENARIO BUSINESS AND ECONOMICS.

Unit 01: Economic Planning, Economic Controls, Political environment of business, Legal environment of business, Constitutional environment of business , Socio – cultural environment of business, Natural environment of business.

Unit 02 : Corporate Social Responsibility (CSR) – meaning and concept, responsibility towards different sectors, Arguments for and against CSR.

Retail management, customer Relationship Management (CRM), Consumer behaviour, industrial Relation – meaning and concept.

Financial management, factors effecting financial management for individual and corporate.

Unit 03: Entrepreneurship – meaning and concept, Entrepreneurship Development programme(EDP), Entrepreneurship Promotion with special reference to North- East India.

Make in India scheme, start up India scheme, Self Reliant India (Atmanirvar Bharat), Look East policy.

Unit04: Law of demand, Law of Supply, Macroeconomics – meaning and compon, Financial market – Money market and Capital Market, Business cycle – meaning and phases, factor affecting economic development.

Suggested Books:

- 1) Contemporary issues of business and economics, edited and directed by Dr. Kajalbaran jana.
- 2) Contemporary issues in Business and Economy by Anil kr sinha, Aniya kumar mahapatra, ashesh pandey.

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PhD Coursework Syllabus.

Department: Commerce.

Course Credit : 04.

Course code : PhD-COM-5054.

Total Mark : 80(External) + 20(internal) =100

Course Title: Common and practical Commerce.

Unit 01: introduction of financial inclusion, financial distress: prediction of financial distress, human resource accounting and inflation Accounting , Marketing concept and its various types, marketing strategies and plans, management principles and ethics, HRD function and its applicability.

Unit 02: Financing decision – Short term and long term investment decisions, FDI, FPI, Dividend decision, pension scheme and providend fund. Financial planning by using u/s 10 of income tax Act. , applicability of financial planning for individual as well as corporate.

Unit 03 : Mutual fund, Venture Capital, lease, trading procedure in stock market's various stocks and future and options, IBRD, IMF, Outsourcing , organisational behaviour approach,

Unit 04: Meaning and Approaches of Portfolio Management, FEMA Act., Customer Relationship Management, breif about STT, Performance management, Break even point, Marginal costing, budget and budgetory control, types of Budget.

Recommended books list.

- 1) Indian financial system by M.Y. Khan.
- 2) Cost and management accounting by bhabatosh benarjee.