

**RIMT UNIVERSITY MANDI GOBINDGARH
PUNJAB**



RIMT

UNIVERSITY

**Pattern of Course Work & Detailed Syllabus
For
Ph.D Programme
in
Commerce & Business Management**

Pattern of Course Work for Ph.D Programme in Commerce & Business Management

Name of Course		Contact Hours/Week			Credit	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P		CWA	LWA	MTE	ETE	Total	
PHDRM 1101	Research Methodology & Statistical Technique	5	0	0	5	16	---	24	60	100	
PHDCA 1102	Computer Applications in Research	3	0	0	3	16	---	24	60	100	
PHDCBM 1103 A PHDCBM 1103 B PHDCBM 1103 C PHDCBM 1103 D	*Core Subject of the Discipline in which Ph.D degree to be Awarded	5	0	0	5	16	---	24	60	100	
PHD 1104	Mini Project/Term Paper	-	-	-	2	---	---	---	100	100	
Total											

*This course is to be suggested by guide/supervisor in specific domain area of research undertaken by the research candidate. The candidate has to select any one from the following

- PHDCBM 1103 A Strategic Management & Its Emerging Issues
- PHDCBM 1103 B Human Resource Management & Its Emerging Issues
- PHDCBM 1103 C Marketing Management & Its Emerging Issues
- PHDCBM 1103 D Financial Management & Its Emerging Issues

SUBJECT TITLE: STRATEGIC MANAGEMENT & IT's EMERGING ISSUES

SUBJECT CODE: PHDCBM-1103A

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	0	0	5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives: The course aims at providing fundamental knowledge and exposure to the strategies at corporate level. It will help student understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

UNIT – I

Strategies & Types of Strategies, formulation of Strategy at Various Stages and Components of Strategy; Corporate level strategies- Stability, Expansion, Retrenchment and Combination strategies.

UNIT – II

Concept of Synergy; Corporate Restructuring. Business level strategies—Generic Alternatives of Differentiation, Low Cost & Focus., Developing Core Competence & Distinctive Competence; The Alternatives of Market Penetration, Product Development, Market Development, Diversification & its types including vertical integration.

UNIT – III

Strategic Analysis and Choice: Corporate level analysis, BCG, GE Nine cell, Porter's Five Forces Model of Competition, Mc Kinsey's 7s Framework Hofer's product 5 Work market evolution and Shell Directional policy Matrix, Qualitative factors in strategic choice.

Assignment 1

1000-1250 words write-up (in own words) on topic any of the general topic from above mentioned syllabus.

Note: No cut copy paste data would be excepted, if someone found guilty, assignment will be held cancelled and hence, marked zero.

Assignment 2

Collection of review of literature from various sources (published and unpublished resources) with bibliography and references from various topics from above mentioned syllabus.

Suggested Readings:

1. Bhattachary, S.K. and N. Venkatarain: Managing Business Enterprises: Strategies, Structure and Systems; Vikas Publishing House, New Delhi.
2. Charles W.L. Hill and Gareth R.Jones: Strategic Management Theory, Educational Publishers, Chennai.
3. H. Igor Ansoff: Implanting Strategic Management; Prentice Hall, New Delhi.
4. Azhar Kazmi, Business Policy, Tata McGraw Hill, New Delhi
5. Michael E Porter: "Competitive Strategy", The Free Press, New York
6. Sharma R.A.; "Strategic Management in Indian Companies", Deep and Deep Publications, New Delhi.
7. Prasad L.M., Business Policy & Strategic Management, Sultan Chand & Sons.

SUBJECT TITLE: MARKETING MANAGEMENT & IT's EMERGING ISSUES

SUBJECT CODE: PHDCBM-1103B

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	0	0	5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVE AND EXPECTED OUTCOME OF THE COURSE: The objective of the Course is to introduce students to the fundamental principles and concepts of marketing and to provide them with a structure to apply marketing in decision making framework.

UNIT-I

Retail and services marketing: Customer evaluation of services quality: Gap model for improving the quality of service-Knowledge gap, standard gap, delivery gap, communication gap, services recovery & evaluating quality.

UNIT-II

Internet marketing: origin , use, key internet marketing concepts, difference between traditional marketing and internet marketing. Scope, role and challenges in internet marketing/e-commerce, internet marketing strategies in communication and distribution.

UNIT-III

Emerging issues in marketing: Green marketing, its issues & importance, Holistic marketing, network marketing, event marketing, Nucleus marketing, Political marketing, Non-profit organization marketing, Tele-marketing and M-commerce, Rural & Agricultural marketing.

Assignment 1

1000-1250 words write-up (in own words) on topic any of the general topic from above mentioned syllabus.

Note: No cut copy paste data would be excepted, if someone found guilty, assignment will be held cancelled and hence, marked zero.

Assignment 2

Collection of review of literature from various sources (published and unpublished resources) with bibliography and references from various topics from above mentioned syllabus.

Suggested Readings :

1. Armstrong, Gary and Kotler Philip:Marketing – An Introduction, Pearson Education
2. Blythe Jim, Essentials of Marketing, Pearson Education
3. Kotler Philip:Principles of Marketing. Prentice Hall
4. Pillai, R.S.N., Modern Marketing: Principles and Practices, S Chand
5. Pillai, R.S.N and S.Kala, Marketing Management, S Chand
6. Ramaswamy and Namakumari:Marketing Management. Macmillan India
7. Stanton William J. and Futrell Charles:Fundamentals of Marketing. McGraw Hill Education
8. Philip Kotler : Principles of Marketing, Pearson Publications.

SUBJECT TITLE: HUMAN RESOURCE MANAGEMENT & IT's EMERGING ISSUES

SUBJECT CODE: PHDCBM-1103C

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	0	0	5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVE AND EXPECTED OUTCOME OF THE COURSE: The objective of this course is to provide basic knowledge of human resource management. And to make students aware of the importance of this subject in the working of organisations.

UNIT-I

HRM in the Global Context: Cross culture management and cross culture communication. **Resource Planning:** Talent Retention and acquisition, Redeployment and Exit Strategies **Career Management:** Issues in Career Planning and Development, Performance Planning, Coaching, Potential Appraisals, Multi-skilling, Training and Retraining, Measuring Training (*Overview*)

UNIT-II

Effectiveness Retention Strategies: Need for Retention, Causes of attrition of managerial personnel in modern day service and manufacturing organizations. Managing Separations and Rightsizing/ Downsizing. Managing Change in Organisations. **Emerging Issues in HRM:** Performance Management, **Compensation Management and Incentive Regime:** Methods of Compensation, Incentives, Sharing Productivity Gains and Profits, Employee Stock Option Plans; Employee Empowerment.

UNIT-III

Stress Management: Measurement and Coping strategies; Improving Quality of Work Life and its measures. **Ethical Issues in Human Resource Management:** Need and Implications of Ethics for Human Resource Management International Human Resource Management: Dynamics of HRM in Multinational Corporations.

Assignment 1

1000-1250 words write-up (in own words) on topic any of the general topic from above mentioned syllabus. *Note: No cut copy paste data would be excepted, if someone found guilty, assignment will be held cancelled and hence, marked zero.*

Assignment 2

Collection of review of literature from various sources (published and unpublished resources) with bibliography and references from various topics from above mentioned syllabus.

SUGGESTED READINGS/BOOKS:

1. Aswathappa, Human Resource Management, Tata McGraw-Hill.
2. Bratton, J. and Gold, J., Human Resource Management: Theory and Practice, Palgrave.
3. Dessler, G., Human Resource Management, Prentice-Hall.
4. Flippo, E., Human Resource Management, McGraw Hill.
5. Gomez-Mejia et al., Managing Human Resources, Pearson Education.
6. Ivantsevich, Human Resource Management, Tata McGraw-Hill.
7. Kandula, S.R., Human Resource Management in Practice, Prentice Hall of India Pvt. Ltd.

SUBJECT TITLE: FINANCIAL MANAGEMENT & IT's EMERGING ISSUES

SUBJECT CODE: PHDCBM-1103D

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	0	0	5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVE AND EXPECTED OUTCOME OF THE COURSE: To give insight into financial decision making and composition of different securities in the total capital structure and to familiarise the students with various factors considered while managing the Finance of a Company

UNIT-I

Indian Financial systems and International investments: FDI, FII, & FPI trends, international financial institutions and regional blocks, international parity conditions & financial exposures.

UNIT-II

Corporate financial risk management, and derivatives, financial crisis and securitization, reforms in Indian taxation system and Adoption of GST.

UNIT-III

Corporate finance & Contemporary emerging issues: Corporate restructuring, New development in the field of accounting: forensic accounting, green national accounting.

Assignment 1

1000-1250 words write-up (in own words) on topic any of the general topic from above mentioned syllabus.

Note: No cut copy paste data would be excepted, if someone found guilty, assignment will be held cancelled and hence, marked zero.

Assignment 2

Collection of review of literature from various sources (published and unbulished resources) with bibliography and references from various topics from above mentioned syllabus.

SUGGESTED READINGS/BOOKS:

1. Maheshwari:S N Financial Management.
2. Khan and Jain:Financial Management.
3. Raj Dorai. S.N:Financial Management.
4. Pandey I M:Financial Management.
5. Vanhorne James C:Financial Management.
6. Chandra Prasanna:Financial Management.
7. Reddy & Appanaiah:Financial Management.