



**Avinashilingam Institute for Home Science and Higher Education for  
Women, Coimbatore – 641 043**

**Department of Commerce  
Ph. D in Commerce**

**Ph.D. Programme Specific Outcomes**

01. Updating knowledge in the field of social science research
02. Gaining knowledge in the respective area of specialization
03. Preparing the candidates for faculty position in academic, research institutes and corporate sectors

**Scheme of Instruction and Examination**

(Applicable for Ph. D Scholars admitted from 2020 – 2021 & onwards)

Subject	Name of Paper/ Component	Hours of instructio n/week	Scheme of Examination				Cred it
			Duratio n of exam	CIA	CE	Total	
20PHCO01	Research Methodology for Commerce	7	3	60	40	100	5
20PHCO02	Business Environment	7	3	60	40	100	6
	Specialization Paper	-	3	60	40	100	5
20PHRP04	Research and Publication Ethics	2	3	100	-	100	2
	Thesis	-	-	100	100	200	12
<b>Total Credit</b>							<b>30</b>

**Ph.D. COMMERCE**  
**19PHCO01 RESEARCH METHODOLOGY FOR COMMERCE**  
(Hours of instruction per week :7)

**Objectives:**

1. To impart knowledge on formulation of research problem and preparing research design
2. To enable the research scholars to understand the various statistical techniques and their applications in research
3. To train the students to prepare a good research report

**Unit I**

**Research methodology in commerce:**

Introduction – Objectives and Scope of Research – Types of Research – Research Process – Research Design – Problem Discovery and Formulation.

**Unit II**

**Data collection and sampling:**

Data collection – Source – primary and secondary – Tools used for Collection of primary data – Sampling Design – sample size and its estimation – Sampling Error – Probability and non-probability sampling – Measurement and scaling – Use of scaling in statistical analysis.

**Unit III**

**Hypothesis:**

Hypothesis – Meaning – types of formulation – Testing of hypothesis – Parametric test – t-test, Co-efficient of regression – Anova – Non – Parametric test – Run, Sign, Mann Whitney test – Chi-Square test – Correlation co-efficient – Median test – Kruskal Wallis test.

**Unit IV**

**Multivariate Techniques:**

Multivariate Techniques – Classification of multivariate techniques – Discrimination analysis – Factor analysis – Principal component method – Cluster analysis – Statistical software packages for social science research.

**Unit V**

**Report:**

Report writing – written and oral reports – short and long reports, uses of abstracts – Format of research reports, presentation of statistics – text, tabular and graphic presentation – Reference and bibliography – Steps in Drafting research report – Oral presentation – preparation, audio – Visual presentation, Checking Plagiarism.

**Total Hours: 105**

**Course Outcomes:**

1. Enable to identify and formulate different types of research problems.
2. Able to find out the research gap in developing research design
3. Knowledge on measurement and scaling techniques and tools for data collection
4. Ability to process of the collected data
5. Application of statistical tools for testing hypothesis and preparation of research report

**Books for Reference**

- 1.K.R. Sharma, Research Methodology, National Publishing House, New Delhi, 2013.
- 2.C.R. Kothari, Research Methodology, New Age international Publishers, 2018.
- 3.Donald R. Cooper, Business Research Methods, Tata McGraw Hill Publishers, New Delhi, 2017.
- 4.R. Paneerselvan, Research Methodology, Prentice Hall of India Pvt. Ltd., New Delhi, 2012.
- 5.Nabendu Pal, Sahadeb Sarkar, Statistics Concepts and applications, Prentice Hall of India Pvt, Ltd., New Delhi, 2012.

**M. Phil / Ph.D. Commerce**  
**19MPCO02 / 19PHCO02: Business Environment**  
**(For M. Phil /Ph. D Part-Time and Full-Time Scholars admitted in July 2019 onwards)**

**Objectives**

- To update knowledge on business environment
- To develop an insight on economic planning and financial systems
- To enable the scholars to understand the global business environment

**Unit – I: An Overview of Business Environment**

Concept, significance and nature of business environment, Type of environment, Forecasting, Techniques of environmental forecasting, Economic environment, Political and Government environment, Natural and Technological environments, Demographic environment, Societal environment.

**Unit – II: Economic planning and Environment**

Economic planning and Environment, Significance and elements of Economic environment, Economic Systems and business Environment; Economic Planning in India. Industrial Policy, IDRA and Industrial Licensing, Public, Private, Joint and Cooperative sectors, Privatization and Disinvestments, Village and Small industries. Industrial Sickness, Price and Distribution Control, Monetary Policy, Instruments of Monetary Policy, Fiscal Policy, Finance Commission- EXIM policy.

**Unit – III: Financial Markets**

Financial System, Structure, Credit market, Foreign Exchange market, Debt market, Derivatives market, Bancassurance: Money and Capital Market constituents of money market: Functions: Indian money market. Stock Exchange and its regulation: Functions, OTCEI, NSC, SEBI: Industrial Finance: Types, New Issues-Marketing of Securities- Industrial Financial Institutions.

**Unit – IV: Business and Social Environment**

Business and Society: Business Ethics: Technological Development and Social change: Social responsibility of business. Responsibilities to different sections: Social audit, social institutions and systems. Consumer Rights, Consumerism and Business. Consumer Protection: UN Guidelines for Consumer Protection. Consumer Protection and Consumerism in India: Consumer Protection Act. Corporate Governance: Reasons for the growing demand for Corporate Governance: Importance; Regulatory and Voluntary actions: Recommendations of Birla Committee.

**Unit – V: Global Environment**

GATT/WTO, Objectives and functions International Investment: Significance of Foreign Investments: Foreign Investments in India, Foreign Investments by Foreign Companies. Multinational Corporations: Multinationals in India: Globalization, Globalization of Indian Business. World Bank, IMF and their importance to India, Foreign Exchange Management Act, FEMA, Dimensions of International Business Environment, Challenges.

**Total Hours: 105**

**Course Outcomes**

1. Enables to apply the techniques to forecast the business by considering the micro and macro environment of the business
2. Understand the economic environment, functions of financial institutions and the operations in the financial markets
3. Know the legal aspects of the business and social environment
4. Gain knowledge on Corporate Governance
5. Understand the functionalities of various National and International bodies in Business environment

**References:**

1. Adhichary M-Economic Environment of Business, Sultan Chand and Sons New Delhi, 2016.
2. FranchisCherunilam, Business Environment and Policy, Himalaya Publishing House, Mumbai, 2017.
3. K.Aswathappa, Essential of Business Environment, Himalaya Publishing House, Mumbai, 2017.
4. V.K. Bhalla, S.Shivaraman, J.L.Kumar, International Business Environment and Management, Anmol Publishing(P) Ltd, New Delhi, 2016.
5. Government of India: Economic Survey various issues.

**Ph.D. Commerce**  
**20PHRP04-RESEARCH AND PUBLICATION ETHICS**

**THEORY**

- Unit – I: RPE 01: PHILOSOPHY AND ETHICS** **3**
1. Introduction to philosophy: definition, nature and scope, concept, branches
  2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

- Unit – II: RPE 02: SCIENTIFIC CONDUCT** **5**
1. Ethics with respect to science and research
  2. Intellectual honesty and research integrity
  3. Scientific misconducts: Falsifications, Fabrication, and Plagiarism(FFP)
  4. Redundant publications: duplicate and overlapping publications, salami slicing
  5. Selective reporting and misrepresentation of data

- Unit – III: RPE 03: PUBLICATION ETHICS** **4**
1. Publication ethics: definition, introduction and importance
  2. Best practices/standards setting initiatives and guidelines: COPE,WAME, etc.
  3. Conflicts of interest
  4. Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
  5. Violation of publication ethics, authorship and contributorship
  6. Identification of publication misconduct, complaints and appeals
  7. Predatory publishers and journals

**PRACTICE** **3**

- Unit – IV: RPE 04 (OPER ACCESS PUBLISHING)**
1. Open access publications and initiatives
  2. SHERPA/RoMEO online resource to check publisher copyright and self-archiving policies
  3. Software tool to identify predatory publications developed by SPPU
  4. Journal finder/journal suggestion tools viz. Jane, Elsevier Journal Finder , Springer journal suggested, etc.

**Unit – V: RPE 05 PUBLICATION MISCONDUCT** **5**

**A. Group Discussions**

1. Subjects specific ethical issues, FFP authorship
2. Conflicts of interest
3. Complaints and appeals: Examples and fraud from India and abroad,

**B. Software tools**

1. Use of plagiarism software like Turnitin, Urkund and other open source software tools

**Unit – VI: PRE06: DATABASES AND RESEARCH METRICS** **7**

**A. Data bases**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

## **B. Research Metrics**

1. Impact factor of journal as per Journal Citation Report, SNIP, SJR , IPP, Cite Score.  
Metrics: h-index, g index, i10 index, altmetrics

**Total Hours – 30**

## **Books for Reference**

- Bird, A (2006). *Philosophy of Sciences*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P.Chaddah, (2018), *Ethics in Competitive Research : Do not get scooped; do not get plagiarized*, ISBN : 978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009) *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research and why is it important. *National Institute of Environmental Health Science*, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access, *Nature*, 489 (7415), 179-179.<https://doi.org.10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81939482-1-7. [http://www.insaindia.res.in/pdf/Ethics\\_Book.pdf](http://www.insaindia.res.in/pdf/Ethics_Book.pdf).