

# **MAHATMA GANDHI UNIVERSITY**

## **Ph.D. COURSE WORK IN COMMERCE**

### **COURSE II- MODERN TRENDS IN COMMERCE**

#### **MODULE 1**

Business environment - economic environment - Political and legal environment - social and cultural environment – MSME - Globalisation - GATT/WTO and Trade Liberalisation - FDI and FPI-Balance of Payments- Impact of Globalization on Banking and financial Services.

#### **MODULE 2**

Financial management - time value of money - financing decision and capital structure - working capital management- cost of capital - capital budgeting - Leverage analysis - Dividend decisions – Recent development in corporate finance- Indian Financial System- Financial Markets – Financial Institutions – Financial Instruments-Recent Developments in Indian Financial system- Behavioral Finance- Rural Finance.

#### **MODULE 3**

Marketing concepts and functions - Marketing mix - Market segmentation - Market targeting - Market positioning - Product mix – PLC – Branding - Packaging and labeling-Pricing policies and strategies - Logistic and supply chain management - Marketing Research- Consumer Behaviour – Building Customer Relationship Management - Consumer Relationship Marketing (CRM)

#### **MODULE 4**

Human resource management - personal management vs human resource management - Human resource planning - job analysis – recruitment - principles of HRD - factors influencing productivity - Performance appraisal - Role of psychology in HRD and Management – Industrial psychology- Human Relations, Employees morale- Measures to improve morale- Job Satisfaction – Motivation – Theories – Leadership –Theories – Group Dynamics.

#### **MODULE 5**

Accounting standards – Concepts – Convention – International Accounting Standards- International Financial Reporting Standards - Analysis of Financial statements - Corporate Governance - Accounting for price level changes - Human Resource Accounting - Corporate Restructuring- Financial Re-engineering- Risk Management- Requirements on Capital Adequacy Norms in banks- Assets Quality- NPA.

## References:

- Cherunilam, Francis. *Business Environment* . Himalaya Publishing House, 2003.
- Dessler, Gary. Human Resource Management. Prentice Hall, n.d.
- Garrison, Ray, Eric Noreen and Peter Brewer. *Managerial Accounting*. n.d.
- Gupta, N.S , *Organisation Theory and Behaviour*, Himalayas Publishing House, New Delhi
- Jain, SP and K.L.Narang, *Advanced Financial Accounting*. Kalyani Publishers, n.d.
- Kotler, Philip and Abraham Koshy. *Principles of Marketing*. Pearson Education, n.d.
- Morrison, Janet, *Global Business Environment Meeting the Challenges*. Palgrave Macmillan, 2012.
- Peeru Mohamed, H & A Sagadevan,A, *Customer Relationship Management*, Vikas publication
- Rudrabasavaraj, *Dynamics for Personnel Administration*, Himalayas Publishing House, New Delhi.
- Stickney, Clyde P. and Roman L. Weil, *Financial Accounting: An Introduction to Concepts, Methods, and Uses*. South-Western College, n.d.
- Sundaram Sultan,K.P.M, *Money Banking, Foreign Exchange & International Trade*. S.Chand & Sons.
- Varma, Sumati, *International Business: Concepts, Environment, Structure & Strategy*. New Delhi: Ane Books Pvt. Ltd, 2010.