



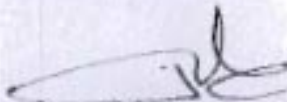
हिंदी एवं अन्य आधुनिक भारतीय भाषा विभाग,
चौ० चरण सिंह विश्वविद्यालय, मेरठ।

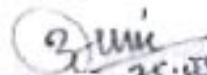
दिनांक: 26.05.2023
पत्रांक: हिंदी PB/754

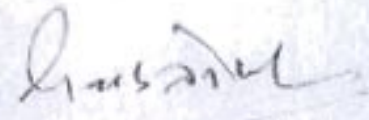
बैठक की कार्यवाही

यू०जी० सैल में दो नए समूह जोड़ने के प्रस्ताव पर हिंदी विभाग में आज दिनांक 25.05.2023 को एक बैठक आयोजित हुई उक्त बैठक में संकायाध्यक्ष कला प्रो० नवीन चन्द लोहनी, यू०जी० सैल के समन्वयक डॉ० अनिल कुमार मलिक, एवं यू०जी० सैल के सहसमन्वयक डॉ० रविन्द्र कुमार शर्मा उपस्थित रहें। समिति के द्वारा दो नए समूह जोड़ने के प्रस्ताव पर सहमति दी। दोनों नए समूह निम्नलिखित हैं।

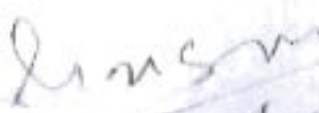
1. राजनीति विज्ञान/इतिहास/ अंग्रेजी (सीट-10)
2. हिंदी/मनोविज्ञान/अंग्रेजी (सीट-10)


डॉ० रविन्द्र कुमार शर्मा
सहसमन्वयक यू०जी० सैल


डॉ० अनिल कुमार मलिक
समन्वयक यू०जी० सैल


प्रो० नवीन चन्द्र लोहनी
संकायाध्यक्ष कला

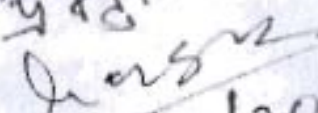
अभिप्रेतना द्वारा संकाय

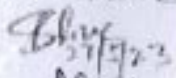
यू०जी० सैल के कार्यवाही हेतु
प्रेषित

25/5/2023

संकायाध्यक्ष कला

महोदय,

कृपया उपरोक्त प्रस्ताव मा.कुलपति जी के संज्ञान में लाकर कार्य परिषद एवं
वि.इत परिषद को प्रस्तुत किया जाये तथा उक्त के सम्बन्ध में कार्यवाही समाप्त हो सके।

मा. कुलपति जी
अनुमोदन प्रस्तुत

21/6/2023


23/5/23
DSW



Dr. Mukesh Kumar Jain

Dean

Faculty of Commerce & Business Administration
C.C.S. University, Meerut-250004



Faculty of Commerce & Business Administration
M.M.H. College, Ghaziabad
Mob : 9312237606
E-mail : mkj.1962@gmail.com

Ref. No.

व्यापारशास्त्र एवं व्यावसायिक प्रशासन की पाठ्यसूची (BOS)
की बैठक (09/06/23 समय 3:00 बजे - 3:30 बजे)
का कार्यपत्र

Dated 09/06/23

कुलसचिव के पत्रांक पी.ए. 20/7895 दिनांक 31/05/2023 तथा दिनांक
02/06/23 को अवलोकन 3:00 बजे हुआ। क्यू.ए.ए. 20 और मॉडेल क्वेश्चन
(पत्रांक डी.ए.ए. 1400, दिनांक 03/06/23) में हुई बैठक के क्रम में
व्यापारशास्त्र एवं व्यावसायिक प्रशासन की पाठ्यसूची का मत (BOS)
की बैठक 09/06/23, समय 3:30 बजे अपराह्न C.C.S. University Meerut
हॉल 200वां A.P. पर meeting आयोजित की गई। (Meeting ID
862 4659 7882. Pass code : 821118) समय 3:30 बजे दिनांक 09/06/23
समय 3:00 PM Topic: BOS (Commerce) जिसमें प्रो. पी. ए.
Cawarwadkar - Commerce की पाठ्यसूची पर विचार विमर्श किया गया।
बैठक में निम्न सदस्य उपस्थित हुए :

- 1) संकायशास्त्र व्यापारशास्त्र एवं व्यावसायिक प्रशासन
- 2) प्रो. उमिता शर्मा - शोरा कॉलेज - J (व्यापार), आई.पी. कॉलेज कुलकर्णी
- 3) प्रो. दीपक कुमार - आर्यभट्ट प्रशासन, एम.एम. कॉलेज, गौरीगढ़
- 4) प्रो. उमिता शर्मा - व्यापार, ए.ए.पी.सी. विद्यापीठ, अलीगढ़
- 5) प्रो. वी.पी. शंभरी, व्यापार, A.P. College Meerut, A.P. College
- 6) प्रो. एम.पी. शर्मा, व्यापार, श्रीवास्तव प्रशासन, राजकीय संस्कृत कॉलेज
गौरीगढ़, अलीगढ़।
- 7) प्रो. के.आर. शर्मा, व्यापार, प्रशासन, D.A.V. College, गौरीगढ़ अलीगढ़
- 8) प्रो. विजय कुमार - अंगण, संकायशास्त्र व्यापारशास्त्र, आगरा

बैठक में सर्वसम्मति से प्रो. पी. ए. Cawarwadkar, व्यापारशास्त्र
पर सफाई करवा कर व्यापारशास्त्र की पाठ्यसूची
असंगत भागों को पाठ्यसूची पर हटाकर करके विद्यापीठ
की ओर में प्रेषित करने हेतु आवश्यक कार्रवाई की जाएगी।
प्रो. उमिता शर्मा, D.A.V. College BSR (अधीनस्थ कॉलेज - J) को
mobile के माध्यम से पाठ्यसूची पर सफाई करवाने की।

संलग्नक : 1) व्यापारशास्त्र एवं व्यावसायिक प्रशासन संकाय का प्रो.
पी. ए. Cawarwadkar - पाठ्यसूची (Syllabus)
2) विद्यापीठ द्वारा प्रदान की गई 2000 वीं की प्रतियाँ।
3) बैठक के दौरान किए गए निर्णयों की प्रतियाँ।
प्रो. पी. ए. Cawarwadkar के माध्यम से आवश्यक कार्रवाई हेतु

- 1) कुलसचिव, श्री. संकायशास्त्र विद्यापीठ, गौरीगढ़
- 2) संकाय कुलसचिव को जानकारी के लिए प्रेषित करने के लिए
- 3) संकाय कुलसचिव (शोरा), श्री. संकायशास्त्र विद्यापीठ, गौरीगढ़
- 4) संकाय कुलसचिव (गौरीगढ़), श्री. संकायशास्त्र विद्यापीठ, गौरीगढ़
- 5) प्रो. उमिता शर्मा - व्यापार, ए.ए.पी.सी. विद्यापीठ, अलीगढ़

संकाय प्रो. पी. ए.
09/06/23
(प्रो. उमिता शर्मा)

चौधरी चरण सिंह विश्वविद्यालय, मेरठ
Chaudhary Charan Singh University, Meerut



चौधरी चरण सिंह विश्वविद्यालय, मेरठ
Chaudhary Charan Singh University, Meerut
(Formerly, Meerut University) | www.ccsu.ac.in

Syllabus

Pre-Ph.D. Course Work

Commerce and Business Administration

(For both University Campus and Colleges)

(As per Guidelines of University Grants Commission)

(w.e.f. the session 2023-24)

Members of the Board of Studies

| S. No. | Name | Designation | College/University |
|--------|----------------------------|---|--|
| 1 | Prof. Mukesh Kumar Jain | Dean, Faculty of Commerce & Business Administration | C.C.S. University, Meerut |
| 2 | Prof. Amit Sharma | Convener-II (Commerce) | I. P. College, Bulandshahr. |
| 3 | Prof. Deepak Kumar Agarwal | Officiating Principal | MM College, Modinagar |
| 4 | Prof. Bhisham Kapoor | Professor | M.M.H. College, Ghaziabad |
| 5 | Dr. Ajit Singh | Associate Professor | SSV College, Hapur |
| 6 | Prof. Anju Garg | Convener-II (Economics) | DAV PG College, Bulandshahr. |
| 7 | Prof. Umesh Holani | Professor and Ex-PVC | Jiwaji University, Gwalior. |
| 8 | Prof. B. B. Mansoori | Professor | AMU Women College, Aligarh. |
| 9 | Prof. K. R. Jain | Principal | DAV College, Dehradun, U.K. |
| 10 | Prof. M. C. Jain | Retd. Principal | Govt. PG College, Khair, Aligarh |
| 11 | Prof. Vijay Kr. Gangal | Dean Commerce | Dayalbagh Educational Institute, Agra. |

Pre-Ph.D. Course-work Curriculum

Subject: Commerce and Business Administration

The Curriculum of Pre Ph.D. course work typically includes a combination of core and elective courses in the area of Research Methodology, Business Research Methods, Accounting, Finance, Marketing and Human Resource Management etc. The coursework is designed to provide students with a deep understanding of the various contemporary issues in the field of Commerce and Business Administration. At the end of the course work, research scholar will be able to improve his research skills.

| Paper | Title |
|--------------|---|
| I | Research Methodology Credits : 4 Core Compulsory |
| II | Business Research Methods and Data Analysis Techniques Credits : 4 Core Compulsory |
| III | Any one from the following (Elective) Credits : 4 (i) Contemporary issues in Commerce Or (ii) Contemporary issues in Business Administration |
| IV | Dissertation Credits : 4 Core Compulsory |

| Subject: Common for all faculties | | |
|---|--|------------------------|
| Course Code: ---- | Course Title: Research Methodology | Theory |
| <p>Course Objectives: The main objective of this paper is to</p> <ol style="list-style-type: none"> 1. Identify and discuss the role and importance of research. 2. Identify and discuss the issues and concepts salient to the research process. 3. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. 4. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. <p>Course Outcomes: At the end of this course, the students should be able to:</p> <p>CO1. Understand some basic concepts of research and its methodologies.</p> <p>CO2. Explain key research concepts and issues read, comprehend, and explain research articles in their academic discipline.</p> <p>CO3. Select and define appropriate research problem and parameters.</p> <p>CO4. Organize and conduct research (advanced project) in a more appropriate manner.</p> <p>CO5. Write a research report and thesis.</p> <p>CO6. Write a research proposal (grants).</p> | | |
| Credits: 4 | | Core Compulsory |
| Max. Marks: 100 | | Min. Pass Marks:55 |
| Total No. of Lectures-Tutorial (in hours per week): L-T: 4-1 | | |
| Unit | Topics | No. of Lectures 60 |
| I | Perception & Definition of Research, Objectives & Motivations of Research, Importance of Research, Types of Research, Research Methods versus Methodology, Process of Research; Review of Literature, Formulation of the Research Problem, Sources and Identification of a Research Problem, Status of the Research Problem, Formulation of Hypothesis, Research Design. | 12 |
| II | Outlines of Synopsis; Project Proposal, Project Report Writing; Research Paper Writing; Components of Research Reports; Thesis Writing: Outlines of Thesis, Reference citing, Formats of Writing References, Bibliography; Plagiarism. | 12 |

| | | |
|-----|--|----|
| III | Intellectual Property (IP), Intellectual Property Rights (IPR), Intellectual Property Law, Different fields of Intellectual Property Rights, Patents, Publication Ethics: Definitions importance Conflicts of Interest, Publication Misconduct Definition, Concept, Problems that lead to Unethical Behavior and vice versa, Types Identification of publication misconduct, Complaints and Appeals; Violation of publication ethics, Authorship and Contributorship; Predatory Publishers and Journals. | 12 |
| IV | Web Browsers, Search Engines, MS Word: Handling Graphs, Tables and Charts, Formatting in MS-Word, MS Power Point: Creating Slide Show, Screen Layout and Views, Applying Design Template, MS Excel: Features, Formulas and Functions. | 12 |
| V | Subject Classification Index, Citation, Citation Index, Impact Factor, h-index, i-10index, INFLIBNET, Introduction to Peer Reviewed and Open Access Journals, e-Journals, e-Library, Research Databases, Institute for Scientific Information (ISI) & Journal Citation Reports, Science Citation Index (SCI), Social Sciences Citation Index (SSCI), Arts and Humanities Citation Index (AHCI), Databases: UGC care list, Web of Science (WoS), Scopus. | 12 |

Teaching Learning Process: Class discussions/ demonstrations, Power Point presentations, Class activities/ assignments, Field visits., Internship, etc.

Suggested Readings:

1. Creswell, W.: Research Design, Qualitative, Quantitative and Mixed Methods Approaches (3rd Edition), SAGE, Inc., 2018.
2. Gupta, S.: Research Methodology: Methods and Statistical Techniques, Deep & Deep Publications, 2010.
3. Gupta, S.P.: Statistical Methods, Sultan Chand & Sons, 2014.
4. Kumar, R.: Research Methodology: A Step-by-Step Guide for Beginners (3rd Edition), SAGE, Inc., 2011.
5. Melville, S. and Goddard, W.: Research Methodology: An Introduction (2nd edition), Juta Academic, 2004.
6. Shortis, T.: The Language of ICT: Information and Communication Technology, Taylor & Francis, 2016.
7. Research Methodology: Methods and Techniques by C.R. Kothari, Second revised edition
8. Research Methodology: A step by step guide for beginners by Ranjit Kumar
9. Research methodology: Methods and Statistical techniques, by Santosh Gupta
10. Statistical Methods, by S.P. Gupta
11. Research Design, Qualitative, Quantitative and mixed method approaches, by W. Creswell, 3rd edition.
12. Information Communication Technology, by Tim Shorts Handbook of Communication and Social Interaction-Skills, by John O. Green, Brant Raney Burleton
13. शोध प्रविधि - डॉ. विमल मोहन शर्मा
14. 8 अनुसंधान प्रविधि, सिद्धांत और प्रक्रिया - एच.एन. शर्मा
15. 9 अनुसंधान प्रविधि - डॉ. एच.एन. शर्मा
16. 10 अनुसंधान की प्रविधि एवं प्रक्रिया - डॉ. रामेश्वर मिश्र
17. 11 क्वांटिटिव अनुसंधान: विभिन्न दृष्टियों - डॉ. रमा शर्मा शर्मा
18. 12 अनुसंधान प्रविधि और प्रक्रिया - डॉ. मधु शर्मा/डॉ. शिवानी शर्मा

| Subject: Commerce and Business Administration | | |
|---|---|------------------------|
| Course Code: ---- | Course Title: Business Research Methods and Data Analysis Techniques | Theory |
| <p>Course Objectives: After completion of this course Students will be able</p> <ol style="list-style-type: none"> 1. To recall the fundamental concepts, principles, and techniques involved in business research methods and data analysis. 2. To demonstrate understanding by interpreting graphical data representation, summarizing data, and identifying the relationship between variables. 3. To apply the correct research methods and data analysis techniques to real-world business problems. 4. To analyze data using appropriate statistical software to identify patterns, correlations, and relationships in business research data. 5. To combine their knowledge and skills of business research methods and data analysis techniques to design and execute research projects. 6. To assess the validity and reliability of research results and evaluate the ethical considerations involved in the research process. | | |
| <p>Course Outcomes: At the end of this course, the students should be able to:</p> <p>CO1. Understand the proper use of various research techniques and able to know at least some of the techniques used for different research objectives.</p> <p>CO2. Identify and demonstrate facility in research designs and data <u>collection strategies</u> that are most appropriate to a particular research project</p> <p>CO3. Formulate a complete and logical plan for data analysis that will adequately answer the research questions and probe alternative explanations</p> <p>CO4. Formulate research questions designed to test, refine, and build theories</p> <p>CO5. Analyze qualitative and quantitative data, and explain how evidence gathered supports or refutes an initial hypothesis.</p> <p>CO6. Interpret research findings and draw appropriate conclusions.</p> | | |
| Credits: 4 | | Core Compulsory |
| Max. Marks: 100 | | Min. Pass Marks: 55 |
| Total No. of Lectures-Tutorial (in hours per week): L-T: 4-1 | | |
| Unit | Topics | No. of Lectures 60 |
| 1 | Meaning, Essential and classification of Research design, Factors affecting Research Design. Preparation of Schedule, Questionnaire, Observation and Interview. | 12 |

| | | |
|-----|---|----|
| II | Process and types of Research Hypothesis, Steps to remove difficulties with the formulation of Hypothesis. Relation between Theory and Hypothesis. Census vs. Sample, Methods of reducing Sampling and Non-sampling Errors. Criteria of good Sample Design. | 12 |
| III | Regression Analysis: Standard Multiple Regression, Hierarchical Regression, Stepwise Regression, Logistic Regression, Binary Analysis, Panel Data Regression Model etc. | 12 |
| IV | Parametric Test: Sample Size determination, Large and Small Sample. t-test, z-test, f-test, Chi-square test, One way and Two way ANOVA. | 12 |
| V | Multivariate Analysis: Cluster Analysis, Conjoint Analysis, Discriminant Analysis, MANOVA. | 12 |

Teaching Learning Process: Class discussions/ demonstrations, Power Point presentations, Class activities/ assignments, Field visits., Internship, etc.

Note:- Students will learn and practice all Statistical Techniques on datasets using calculators and/or statistical packages as appropriate.

Suggested Readings:

1. Cooper D R, Schindler P S and Sharma J K (2020) ; Business Research Methods, McGraw Hill Education.
2. Sharma J K , (2023)Business Statistics, S Chand Company Ltd,
3. Zikmund William G; Business Research Methods, Thomson South- Western
4. Churchill, Gilbert A, Iacobucci, Dawn (2017); Marketing Research: Methodological Foundations, South Western
5. Panneerselvam R(2010); Research Methodology, Prentice Hall of India
6. Thomas H. Wancott and R. Wancott,(2010) Introductory Statistics for Business and Economics, John Wiley and Sons, New York.

Subject: Commerce and Business Administration

Course Code: -----

Course Title: Contemporary issues in commerce

Theory

Course Objectives: The main objective of this paper is to

1. To explore and analyze current and emerging trends, challenges, and opportunities in the field of commerce.
2. To develop an understanding of the impact of globalization and technological advancements on commerce.
3. To examine the ethical, legal, and social implications of contemporary issues in commerce.
4. To enhance critical thinking and problem-solving skills through the application of theoretical frameworks to real-world scenarios.
5. To facilitate the development of a global mindset and cultural sensitivity in the context of commerce.
6. To apply accounting principles in real-world scenarios, including analyzing financial performance and making informed business decisions.

Course Outcomes: At the end of this course, the students should be able to:**CO1.** Identify and analyze key contemporary issues affecting the field of commerce, such as digital transformation, e-commerce, data privacy, and sustainability.**CO2.** Apply ethical frameworks and legal principles to analyze and address ethical dilemmas and social responsibility issues in commerce.**CO3.** Critically assess and propose solutions to complex problems related to contemporary issues in commerce, utilizing analytical tools, case studies, and practical examples**CO4.** Conduct independent research on specific contemporary issues in commerce, gathering and synthesizing information from diverse sources to support informed decision-making.**CO5.** Demonstrate cultural sensitivity and an understanding of the global nature of commerce, including the ability to work effectively in multicultural teams and navigate cross-cultural business environments.**CO6.** Justify and defend recommendations for addressing contemporary issues based on evidence and logical reasoning.

Credits: 4

Elective

Max. Marks: 100

Min. Pass Marks: 55

Total No. of Lectures-Tutorial (in hours per week): L-T : 4-1

| Unit | Topics | No. of Lectures 60 |
|------|--|--------------------|
| I | Contemporary Accounting & Auditing: Fundamentals of Accounting Theory; Indian Accounting standards and International Financial reporting standards; Developments and New Dimensions in Accounting – Inflation Accounting, Forensic Accounting, Human Resources Accounting, Responsibility Accounting, Environmental Accounting and Social Accounting. Emerging Research Issues in Accounting. | 12 |
| II | Contemporary Issues in Finance: Various Issues in Corporate Finance; Indian Financial System: An overview and Recent Developments; | 12 |

| | | |
|-----|---|----|
| | Financial Markets: Capital Market, Money Market, Forex Market; International Finance: Overview & Recent Developments Tools & Methodology in Financial Research. | |
| III | Contemporary Issues in Banking & Insurance: Banking Industry Scenario: Global and Indian Prospective; Micro Finance; Demonetization; Cash-less Economy and Digitization; Social Banking and Green Banking. Insurance Industry Scenario: Global and Indian Prospective; Social Insurance; Ethical Issues in Insurance Sector. | 12 |
| IV | Contemporary Issues in Taxation: General Theories and Principles of Taxation; Taxation Policy of Government of India; Direct and Indirect Taxes in India; Tax base in India; Tax Reforms: Indian Experience. | 12 |
| V | Contemporary Issues Relating to Indian Economy: Various Problems in Indian Economy; Economic Policies of India; Various Economic Regulations in India. | 12 |

Teaching Learning Process: Class discussions / demonstrations, Power point presentations, Class activities/ assignments, Field visits., Internship, etc.

Suggested Readings:

1. Haluk Akdogan, "The Integration of International Capital Markets: Theory and Empirical Evidence".
2. L M Bhole, Financial Institutions & Markets- Structure, Growth & Innovations, TMH
3. Maurice Obstfeld and Alan M. Taylor, "Global Capital Markets: Integration, Crisis and Growth", Cambridge University Press, 2005.
4. Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan Publishing House.
5. Indian Institute of Banking and Finance, 2016, Principles & Practice of Banking, McMillan, Mumbai.
6. K.C. Mishra and G.E. Thomas, General Insurance – Principles and Practice, Cengage Learning.
7. R. L. Gupta, M. Radhaswamy: Corporate Accounting, 2021.
8. Sadhak H.: Life Insurance in India: Opportunities, Challenges and Strategic Perspective. Sage Publication
9. Levi, Maurice D: International Finance, McGraw- Hill, International Edition
10. Singhanai V.K. & Singhanai Kapil, Direct taxes law & Practices, Taxman.
11. Supreme Court cases related to various economic laws.
12. J.J. Hamton, Financial Decision Making: Concepts, Problem and Cases, Prentice-Hall of India, New Delhi, 4th Edition.
13. Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, Corporate Finance, Tata McGraw – Hill Publishing Co. Ltd., New Delhi, 7th Edition.
14. Richard A. Brealey and Stewart C. Meyers, Principles of Corporate Finance, Tata Mc Graw- Hill Publishing Co. LTD., New Delhi, 6th Edition.
15. Shailaja G, (2008), International Finance, University Press (India), Pvt. Ltd, Hyderabad, India.

Subject: Commerce and Business Administration

Course Code: ----

Course Title: Contemporary Issues In Business Administration

Theory

Course Objectives: The main objective of this paper is

- 1- To explore and analyze current and emerging trends, challenges, and opportunities in the field of business administration.
- 2- To understand the impact of globalization, technological advancements, and socio-cultural changes on business administration.
- 3- To develop critical thinking and problem-solving skills in the context of contemporary business challenges.
- 4- To enhance knowledge of strategic management approaches for addressing contemporary issues in business administration.
- 5- To foster an understanding of the role of leadership and innovation in navigating contemporary business environments.
- 6- To develop an awareness of sustainable business practices and corporate social responsibility in the context of contemporary issues.

Course Outcomes: At the end of this course, the students should be able to:

CO1. Identify and describe various contemporary issues in the field of business administration.

CO2. Explain the causes and effects of contemporary issues in business administration.

CO3. Apply theoretical frameworks and analytical tools to analyze and propose solutions to complex problems related to contemporary issues in business administration. ..

CO4. Evaluate the strengths and weaknesses of different strategies and approaches to managing contemporary issues in business administration.

CO5. Integrate knowledge and skills from various disciplines to propose comprehensive approaches to managing contemporary issues.

CO6. Critically evaluate the effectiveness and sustainability of solutions proposed for contemporary issues in business administration.

Credits: 4

Elective

Max. Marks: 100

Min. Pass Marks : 55

Total No. of Lectures-Tutorial (in hours per week): L-T : 4-1

| Unit | Topics | No. of Lectures (60) |
|------|---|----------------------|
| I | Business Management: Management Theories and Thinkers- Recent Developments; Indian Ethos; Ethics and value system in Indian Business Management; corporate Social Responsibility Comparative Analysis of Indian Management with Various Global Management Practices (Specially that of China, USA and Japan) | 12 |
| II | Financial Management: Concept of Profit and Wealth Maximization; Decision Making in Financial Management ; Capital Structure; Valuation of a Firm; Contemporary Issues relating of Merger & Acquisitions; Research Issues in Financial Management. | 12 |

| | | |
|-----|--|----|
| III | Marketing Management: Marketing Practices in Indian and Global Scenario; Emerging issues in Marketing- Green Marketing, Holistic Marketing, Networking Marketing, Event Marketing, Nucleus marketing, Digital Marketing and Strategic Marketing; Research Issues in Marketing Management. | 12 |
| IV | Human Resource Management: Human Resources Management Practices in Indian and Global Context; Strategic Dimensions of HRM; Ethics and HRM; Cross cultural issues in HRM; HR Accounting; HR Audit; Research issues in HRM. | 12 |
| V | Corporate Governance: Conceptual Framework, Theories and codes of Corporate Governance; Corporate Governance Practices in India and Emerging Economics. Emerging Research Issues in Corporate Governance. | 12 |

Teaching Learning Process: Class discussions/ demonstrations, Power point presentations, Class activities/ assignments, Field visits., Internship, etc.

Suggested Readings:

1. Ian Dodson: The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, Wiley, 2016
2. Jones, Alex Trengrove, Anna Malczyk and Justin Beneke, Internet Marketing, Get Smarter.
3. Parsons, Elizabeth and Pauline Maclaran, Contemporary Issues in Marketing and Consumer Behaviour, Elsevier Ltd.: USA.
4. V.S. Ramaswamy and S. Namakumari- Marketing Management Global perspective Indian Context, 4th Edition, Mac Millan, New Delhi
5. Luis R. Gomez- Mejia, David B Balkin and Robert L. Cardy " Managing Human Resources", Prentice Hall of India
6. TV Rao, HRD Audit, Sage Publications, New Delhi, 2000.
7. Dr. Prabhudutta Sharma, "Management Thought & Thinkers", Vishwabharti Publication, New Delhi.
8. Dr. R N Singh, "Management Thought & Thinkers", Sultan Chand & Sons.
9. Navin Mathur, "Management Thought", National Publishing House, Jaipur.
10. Peter F. Drucker, Principles of Management Practice Hall Ltd., New Delhi.
11. Wehrich Heinz and Koontz Harold, A Global and Entrepreneurial Perspective, 12th Edition, Mcgraw Hill
12. Dalrymple, D J. Sales Management: Concepts and Cases. New York, John Wiley, 1989.
13. Berman, Bell & Evans, Joel R.; Retail Management; A Strategic Approach; PHI/Pearson Education; New Delhi.
14. Levy Michael & Weitz Barten W.; Retailing Management; Tata McGraw Hill. New Delhi.
15. Adler, N.J.; International Dimensions of Organizational Behaviour; Kent pub; Boston.; 1991
16. Dowling, P.J. etc.; International Dimensions of human Resources Management; 2nd ed., Wadsworth; California; 1994.
17. Hofstede, G.; Cultures Consequence: International Difference in Work Related Values; 2nd edition; Sage; London; 2001.

18. Garry Dessler, Human Resource Management, Prentice-Hall of India Pvt. Ltd., New Delhi, 10th Edition.
19. Kotler Philip, Marketing Management, Prentice –Hall of India, 2007
20. Saxena Rajan, Marketing Management, Tata McGraw – Hill Publishing Co. Ltd., 3rd Edition.
21. Cavuagil, S. Knight Gary and Riesenberger, John R(2009), International Business- Strategy Management and the New Realities, Person Education, Dorling Kindersley (India) Pvt. Ltd, Delhi.

| Subject: Commerce and Business Administration | | |
|--|-----------------------------------|---------------|
| Course Code: ——— | Course Title: Dissertation | Theory |
| <p>Course Objectives: The main objective of this paper is to</p> <ol style="list-style-type: none"> 1. To conduct in-depth research on a specific topic within the field of commerce and business administration. 2. To develop a comprehensive understanding of the theoretical and conceptual frameworks relevant to the chosen topic. 3. To design and execute a research methodology that is appropriate for investigating the research problem. 4. To collect and analyze data using appropriate research methods and techniques. 5. To draw meaningful conclusions based on the analysis of the data and the findings of the research. 6. To showcase the ability to independently manage and complete a substantial research project. <p>Course Outcomes: At the end of this course, the students should be able to:</p> <p>CO1. Demonstrate a deep understanding of the chosen research topic within the field of commerce and business administration.</p> <p>CO2. Explain the significance and relevance of the research problem within the broader field of commerce and business administration.</p> <p>CO3. Apply theoretical frameworks and concepts to analyze and interpret research findings.</p> <p>CO4. Analyze the implications and limitations of the research findings and their potential impact on the field of commerce and business administration.</p> <p>CO5. Develop a comprehensive and coherent argument based on the research findings and theoretical frameworks.</p> <p>CO6. Evaluate the validity, reliability, and generalizability of the research findings and methodology used.</p> | | |
| Credits: 4 | Core Compulsory | |
| Max. Marks: 100 | Min. Pass Marks : 55 | |
| <p>Respective Supervisor of the Ph.D. Research Scholar will decide the topic related to interested area of the Research scholar. His/her presentation and comprehensive viva-voce will be evaluated out of 100 marks (4 credits) by the panel of Examiners comprising Supervisor of the candidate and External Examiner appointed by C.C.S. University Meerut.</p> | | |

Dr. Mukesh Kumar Jain

Dean

Faculty of Commerce & Business Administration
C.C.S. University, Meerut-250004



EX- Officiating Principal & Professor
Faculty of Commerce & Business Administration
M.M.H. College, Ghaziabad
Mob. : 9312237506
E-mail : mkj.1962@gmail.com

Revised

Dated: 08/06/23

Ref. No.

A meeting of the Board of studies (University Campus & Affiliated colleges) in the Subject of the COMMERCE AND BUSINESS ADMINISTRATION will be held on 09-06-2023 at 3 P.M. on Zoom App, Link of the meeting will be sent separately. All the members are requested to attend the meeting please.

members of the Board of Studies in Commerce and Business Administration

- ① Dean, Faculty of Commerce & Business Administration, CCS University, Meerut
- ② Convener-II, Faculty of Commerce & Business Administration, CCS University, Meerut
- Prof. Amit Sharma, Commerce Dept. I.P. College, Bulandshahr.
- ③ Prof. Deepak Kumar Agarwal, Officiating Principal, M.M. College, Modinagar.
- ④ Prof. Shisham Kapoor, Dept. of Commerce, M.M.H. College, Ghaziabad
- ⑤ Sr. Ajit Singh, Associate Professor, Commerce Dept, SSV College, Hapur.
- ⑥ Prof. Anju Dang, DAV P.A. College BSR (Economics Convener-II)
- ⑦ Prof. Umesh Holani, Dept. of Commerce, EX-PVC, ITWJ, University, Gurialior.
- ⑧ Prof. B. B. Manzoori, Dept. of Commerce, AMU, Women's College, Aligarh.
- ⑨ Prof. K. R. Jain, Commerce, Principal, D.A.V. College, Ghroadun U.P.
- ⑩ Prof. M. C. Jain, Commerce, Retd. Principal, Govt P.A. College, Khair, Aligarh.
- ⑪ Prof. Vijay Kr. Gargal, Dean Commerce, D.E.I., Agra.

copy to:

- ① All members of Board of Studies.
- ② P.A. to Honourable V.C. for information.
- ③ Asstt. Registrar (Research), CCS University, Meerut.
- ④ Sri Sandeep Agrawal, NADAL officer, S.C.R.I.E.T for necessary Action & online Attendance of Honourable members of meeting.

M. Jain
C. Prof. Mukesh Kumar Jain

- ccs university meerut is inviting you to a scheduled Zoom meeting.

Topic: BOS in Commerce

Time: Jun 9, 2023 03:00 PM India

Join Zoom Meeting

<https://us06web.zoom.us/j/86246597882?pwd=Y3hIM05lOU40YnBnRGJlbHhHMmFqQT09>

Meeting ID: 862 4659 7882

Passcode: 824118

Zoom I