

**DEPARTMENT OF COMMERCE
UNIVERSITY OF LUCKNOW**

PRE-Ph.D. COURSE WORK

**Paper I
ANALYTICAL TECHNIQUES FOR BUSINESS RESEARCH**

COURSE OBJECTIVES:

The course work is designed in such a way so as to support, motivate and encourage quality research. It aims to help the students distinguish between the different kinds of research available, based on the purpose and nature of problem. The course strives to make the students understand the fundamentals of research methodology, types of research, data collection methods, analysis, inferences and conclusions. The course is also intended to provide computer and communication skills for research work.

COURSE OUTCOMES:

After completion of this course the researcher should be able to;

- Recognize and think critically towards Commerce as a whole with sound knowledge and theoretical skills by questioning and plausible explanations
- Motivate themselves and develop an interest in planning and implementation of research
- Analyse and interpret the data using theoretical knowledge as well as software
- Develop innovative ideas and methods for the benefit of the commercial world
- Adapt to changes in the environment with high integrity and transpire ethical professionals
- Recognize and integrate life-long learning skills to become pro-active in personal and professional life
- Opt for careers demanding writing and communicative skills locally and globally

COURSE OUTLINE

Unit I: Introduction

Definitions of research; objectives of research; types of research; research process; selection & formulation of research problems; hypothesis; research design.

Unit II: Data Analysis and Preparation of Report

Types of data; methods of data collection; questionnaire; interview; tabulation and analysis of data. Concept of report writing; power point presentations.

Unit III: Sampling and Statistical Tools

Diagrammatic representation, Interpretation, binomial expansion method, Newton's method for equal intervals; Association of Attributes

Unit IV: Hypothesis test and Thesis Writing

Introduction, χ^2 -test, f-test, z-test; t-test, Regression equation

Paper II

CONTEMPORARY ISSUES OF COMMERCE AND BUSINESS STUDIES

COURSE OBJECTIVE:

The course aims to enable students to gain insights into contemporary knowledge in the fields of Marketing, Taxation, Accounting & Finance and Business Studies. The objective is to make students understand the relevance and role of research methodology and the significance of the research tools in the above areas of Commerce, as well as the recent developments in the field of specialization. The course is also intended to help students in developing cases in their chosen area of specialization.

COURSE OUTCOMES:

After completion of the course the researcher should be able to;

- Identify areas of research
- Critically apply theories, methodologies, and knowledge to address fundamental questions in their primary area of study
- Demonstrate a detailed knowledge of their areas of specialization
- Master the analytical/methodological skills needed to evaluate and conduct research in their areas of specialization.
- Demonstrate ability to design and conduct original research in their chosen fields of specialization.
- Communicate the results of their research in a clear and effective manner
- Write manuscripts of a good standard which can be published in peer-reviewed Journals
- Present papers at academic conferences
- Teach university/college-level courses in their areas of specialization

COURSE OUTLINE

Unit I: Marketing Management Inputs

Overview of Marketing Environment in India, Significance of study of Consumer Behaviour, Factors influencing consumer behaviour, Customer relationship management, Marketing Research, Product positioning and Brand management decisions, Organised retailing, Internet marketing, Advertising media and selection decisions, Process of Managerial Decisions.

Unit II: Tax Laws

Indian Tax system, Types of taxes: Direct and Indirect tax, Main features of direct taxes, types of direct tax: Features of Income Tax and Goods & Services Tax (GST), Custom Duty, Tax Planning.

Unit III: Contemporary Issues in Accounting

Financial statement analysis, Inflation accounting, Corporate reporting, Accounts of Non-profit making organisations, Accounts for investment transactions, Working Capital management; Responsibility reporting.

Unit IV: Current Dimensions in Business Studies

Concept and motive of Business and entrepreneur: Business environment; Value Leadership: Overview of separation of employees; capital market and its Institutions in India; WTO & FDI.