

Faculty of Commerce

Raja Mahendra Pratap Singh University, Aligarh Syllabus for Pre Ph.D. Course Work 2025-26 onwards

Research Aptitude/ Research Methodology

Research: Meaning, Objective, Characteristics, Types and Nature of Research, Literature Review; Process of Research, Research an aid to Decision Making and Research in Functional Areas. Qualities of a Competent Researcher, Criteria for the selection of a research problem, Research proposal. Research Design, Source of Information and Collection of Data, Preparation of Schedule and questionnaire, Data Processing and univariate analysis, Sampling and Sample Design, Scaling technique, Sampling & Non-sampling errors, Sample size, Sampling Methods: Probabilistic & Non-probabilistic sampling, Sampling Frame. Probability Distributions: Binomial, Poisson & Normal distribution, Concept, Nature and formulation of Hypothesis, Procedure for testing the hypothesis, Null hypothesis and alternative hypothesis, Limitations and uses of testing the hypothesis. Correlation and Regression: Meaning and types of Correlation, Karl Pearson's Coefficient of Correlation, Sample Regression analysis. Parametric Test: t -test, Z-test, One way ANOVA, Two way ANOVA. Non-Parametric Test: Chi square test, sign test, run test, Spearman's Rank Correlation test, Mann-Whitney U-test, KruskalWallis H-test, Median test. Research Ethics & Thesis Writing: Its characteristics benefits, considerations and format; Paper, Article, Workshop, Seminar, Conference and symposium.


Prof. PANKAJ K. VARSHNEY
(Dean Commerce)

Marketing Management

The Evolution and Concept of Marketing, Marketing mix, Strategies, Marketing environment, Consumer behavior, Market segmentation, Product decisions Pricing decisions, Distribution decisions, Promotion decisions, Marketing planning Organizing and Control, Modern Marketing Techniques, Strategic Marketing Planning Role of Finance Manager.

Financial Management

Meaning Objectives, Importance and Finance Functions. Meaning and definition of capitalization, over capitalization v/s under capitalization, Capital Structure: Meaning definition, factors and theories, Financial and Operating leverage, Cost of capital, Capital Budgeting Working Capital Management, Dividend Policy, Financial Decision Making.

Human Resources Management

Concept, Role and Functions of Human Resource Management, Human Resource Planning Recruitment and Selection, Training and Development, Succession Planning Compensation: Wage and Salary Administration, Incentive and Fringe benefit, Morale and Productivity, Performance Appraisal, International Human Resource Management.

Banking and Financial Institutions

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India. NABARD and Rural Banking. Banking Sector Reforms in India, NPA, Capital adequacy norms, banking, Development banking: IDBI. IFCI, SFCs, UTI, SIDBI,

International Business

Theoretical foundations of international business, Balance of Payments, International liquidity, International Economic Institutions- IMF, World Bank, IFC, IDA, ADB, World Trade Organization-its functions and policies. Structure of India's foreign trade: Composition and direction; EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade. International Business Theoretical foundations of international business, Balance of Payments, International liquidity, International Economic Institutions-IMF, World Bank, IFC, IDA, ADB. World Trade Organization-its functions and policies, Structure of India's foreign trade: Composition and direction; EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.

Financial and Management Accounting

Advanced Company Accounts: Issue, forfeiture. Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Reconstruction, Holding Company Accounts, Cost and Management Accounting: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, standard costing, Budgetary control, Costing for decision-making - Responsibility accounting.

Tourism Management

Tourism: Concepts and Principles. Tourism policy, Planning and Development. Tourism Products of India. Types of Tourism. Travel Documentation. Trends in World

[Handwritten signature]

Tourism. Destination Development and Management. Heritage Conservation and Management. Travel Agency Management. Itinerary Planning and Tour Operation. Eco-tourism and Sustainable Development. Geography and Tourism. Tourist Behaviour and Host population.

(Prof. ~~THANIKOTI-K. VARSHNEY~~)
Dean Commerce