

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE – PARUL INSTITUTE OF COMMERCE**  
**M.PHIL PROGRAMME – SEMESTER 1**  
**RESEARCH METHODOLOGY-I**  
**(Subject Code: 16700101)**

**Type of Course:** Core Compulsory

**Prerequisite:** Knowledge of Research

**Rationale:** To incubate Basic knowledge and understanding of Research Methodology, sampling & Data collection

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/Week	Tut Hrs/	Lab Hrs/		External		Internal			
			T	P	T	CE	P		
3	0	0	3	60	0	20	20	0	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** – Practical

**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
1.	<b>Research Methodology – An introduction</b> Meaning – Objectives – Motivation – Types – Approaches – Significance – Methods vs Methodology – Research & scientific Method – Importance – Process – Criteria of good Research - Problems	25%	15
2.	<b>Defining the Research Problem</b> What is Research Problem? – Selecting the problem – Necessity of Defining – Techniques involved – An illustration - Conclusion	25%	15
3.	<b>Research Design</b> Meaning – Need – Features – Important concepts – Types – Basic Principles - Conclusion	25%	15
4.	<b>Sampling Design &amp; Methods of Data Collection</b> Census & Sample Survey – Implication of Sample Design – Steps – Characteristics – Types – How to select a Random sample? – Random Sample & Complex Random sampling Designs. Primary & Secondary Data – Collection of Primary Data – Observation method – Interview Method – Questionnaires –	25%	15

	Schedules – Difference between Questionnaires & Schedules – Other Methods – Collection of secondary data – Case Study Method		
	Total	100%	60

**Reference Books:**

1. Marketing Research By Naresh Malhotra Pearson Publication
2. Dr. C R Kothari - Research Methodology Methods & Techniques - New age international P Ltd Publication.
3. Ranjit Kumar – Research Methodology
4. Stuart Melville – Research Methodology

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE – PARUL INSTITUTE OF COMMERCE**

**M.PHIL PROGRAMME – SEMESTER 1**  
**ADVANCED BUSINESS MANAGEMENT**  
**(Subject Code: 16700102)**

**Type of Course: Core Compulsory**

**Prerequisite:** Knowledge of Recent trends in advanced management

**Rationale:** To incubate knowledge and understanding of Knowledge of advanced management

**Teaching and Examination Scheme:**

Teaching Scheme				Examination Scheme					Total
Lect Hrs/Week	Tut Hrs/	Lab Hrs/	Credit	External		Internal			
				T	P	T	CE	P	
3	0	0	3	60	0	20	20	0	100

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**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
1.	<b>Recent Trends in Financial Management</b> Historical development – Definition – Science or Art – Corporate governance & Disclosure – Micro Finance – CSR – Behavioral Finance – Ethical issues – Share holder value creation	25%	12
2.	<b>Recent Trends in Marketing Management</b> Green marketing – Ethical issues in marketing – Environmental marketing – Innovations in marketing – Event marketing	25%	10
3.	<b>Recent Trends in HRM</b> Global HRM – Technology in HR – Employer branding – Best practices to manage human capital – Future directions for HRM, research & Practices – Organizational culture – Employee engagement	25%	12
4.	<b>Recent Trends in Information Technology</b> E business & Competitive strategies – IT & Service management – Knowledge management – Business Intelligence – Human behavior in IT Adoption & Use	25%	11
	Total	100%	60

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

5. Advanced Management Accounting – Taxman- Ravi .M Kishore 3<sup>rd</sup> Edition.
6. Advanced Management Accounting – S. Chand – CA (Dr.) P.C Tulsian and AA Bhart Tulsian
7. Atrill, P., & McLaney, E. (2009). Management Accounting for Decision Makers (6th ed.). Essex, Pearson Education Ltd.
8. Atrill, P. and McLaney, E. (2010), Accounting & Finance for Non-Specialists, Financial Times Prentice Hall, Harlow.
9. Bhimani, A., Horngren, C.T., Datar, S.M. (2013), Management and Cost Accounting. Financial Times Prentice Hall, Harlow.
10. Drury, C. (2012).Management and Cost Accounting (8th ed.). Andover, Cengage Learning EMEA.
11. Sangster, A. and Wood, F. (2012), Frank Wood's Business Accounting Volume 1, Financial Times Prentice Hall, Harlow.
12. Sangster, A. and Wood, F. (2013), Frank Wood's Business Accounting Volume 2, Financial Times Prentice Hall, Harlow.
13. Hansen, D.R. and Mowen, M.M. (2006), Cost Management: Accounting and Control, Thomson Higher Education, Ohio.

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE – PARUL INSTITUTE OF COMMERCE**  
**M.PHIL PROGRAMME – SEMESTER 1**  
**STRATEGIC MANAGEMENT**  
**(Subject Code: 16700103)**

**Type of Course:** Compulsory Core

**Prerequisite:** Knowledge of Strategic Management

**Rationale:** To incubate knowledge and understanding of Knowledge of Strategic Management

**Teaching and Examination Scheme:**

Teaching Scheme				Examination Scheme						Total
Lect Hrs/Week	Tut Hrs/	Lab Hrs/	Credit	External			Internal			
				T	P	T	CE	P		
3	0	0	3	60	0	20	20	0	100	

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**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
1.	<b>Strategic Analysis:</b> Concept – Introduction to strategic Management, Strategy Intent, Vision, Mission · Business Definition, Business Models, Goals and Objectives. Corporate level strategy Internationalization Strategies, business-level strategies, generic business strategies, business strategies for different industry conditions	25%	12
2.	<b>Environmental Analysis:</b> Concepts of Environment, Environmental Sectors, Environmental scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)	25%	11
3.	<b>Strategic Management Techniques</b> Strategic Analysis – Concept and Tools – SWOT; Porter’s 5 force; PESTLE; Mckinsey’s 7S; BCG Matrix; Porter’s Value Chain; Six Sigma; TQM; BPR; Quality Circle; MBO; Balanced Scorecard	25%	11

	<b>Strategy Evaluation and SIS:</b> Evaluation and Control, Strategic Information Systems		
4.	<b>Strategy Implementation:</b> Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions	25%	11
	Total	100%	45

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

1. R Srinivasan, Strategic Management - The Indian Context, 3rd Edition, PHI, 2008.
2. David A. Whetten, Kim S. Cameron (2008), Developing management skills, Printice Hall of India Pvt Ltd
2. David A. Aaker, Strategic market management, John Wiley and sons, INC
3. Harold Koontz 2004, Principles of management, TMH Education Pvt Ltd
4. Stephen Robbins, Organisational Behaviour, Pearson
5. Schilling 2008, Strategic Management of Technological Innovation, TMH Education Pvt Ltd

This course is designed to expose M.Phil students with knowledge of Advanced Business Management which can help them with the Dissertation.

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE – PARUL INSTITUTE OF COMMERCE**  
**M.PHIL PROGRAMME – SEMESTER 1**  
**RESEARCH METHODOLOGY II**  
**(Subject Code: 16700151)**

**Type of Course:** M.phil

**Prerequisite:** Research Methodology

**Rationale:** To incubate knowledge and understanding of Knowledge of Data Analysis

**Teaching and Examination Scheme:**

Teaching Scheme				Examination Scheme					Total
Lect Hrs/week	Tut Hrs/	Lab Hrs/	Credit	External		Internal			
				T	P	T	CE	P	
3	0	0	3	60	0	20	20	0	100

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**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
5.	<b>Processing and Analysis of Data</b> Processing Operations - Elements/Types of Analysis - Statistics in Research - Measures of Central Tendency - Measures of Dispersion - Measures of Asymmetry (Skewness) - Simple Regression Analysis - Partial Correlation	25%	
6.	<b>Testing of Hypotheses-I (Parametric or 184 Standard Tests of Hypotheses)</b> What is a Hypothesis? - Basic Concepts Concerning Testing of Hypotheses - Procedure for Hypothesis Testing - Measuring the Power of a Hypothesis Test - Important Parametric Tests – Mean , median & Mode – Chi square & Annova	25%	
7.	<b>Interpretation and Report Writing</b> Meaning of Interpretation - Why Interpretation? – Technique & Precaution - Significance of Report Writing - Different Steps in Writing Report - Layout of the Research Report - Types of Reports - Oral Presentation - Mechanics of Writing a Research Report - Precautions for Writing Research Reports	25%	

8.	<b>The Computer: Its Role in Research</b> Introduction - The Computer and Computer Technology - The Computer System - Important Characteristics - Computer Applications - Computers and Researcher - SPSS	25%	
	Total	100%	

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**Reference Books:**

1. Dr. C R Kothari – Research methodology
2. Ranjit Kumar – Research Methodology
3. Stuart Melville – Research methodology

**Course Outcome:**

After Learning the course the students shall be able to:

This course is designed to expose third-year students with knowledge of Management accounting which can help them to select their specialization in their carrier.



**PARUL UNIVERSITY - Faculty of Commerce**  
**Department of Commerce**  
**SYLLABUS FOR 5<sup>th</sup> Sem B.Com(Hons) PROGRAMME**  
**Management Accounting**

**Type of Course:** B.Com(Hons)

**Prerequisite:** Knowledge of Accounting

**Rationale:** To incubate knowledge and understanding of Knowledge of Management Accounting

**Teaching and Examination Scheme:**

Teaching Scheme				Examination Scheme					Total
Lect Hrs/Week	Tut Hrs/	Lab Hrs/	Credit	External		Internal			
				T	P	T	CE	P	
3	0	0	3	60	0	20	20	0	100

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**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
9.	<b>Introduction to Management Accounting</b> Meaning, Definition, Importance in Business Decisions, Comparison of Management Accounting with Financial Accounting and Cost Accounting, Classification of Costs in relation to business decisions.	25%	12
10.	<b>Marginal Costing</b> Meaning, Advantages, Limitations and Applications - Breakeven Analysis - P/V Ratio and its Significance - Margin of Safety – Absorption costing - Income Measurement under Marginal Costing and Absorption Costing	25%	12
11.	<b>Budgetary Control</b> Budget Concept, Manual – Types - Budgetary Control System: Advantages, Limitations and Installation - Fixed and Flexible Budgets	25%	10
12.	<b>Standard Costing</b> Definition, Significance and Applications –Standard costing for Material, Labour, and Overhead - Variance Analysis for Materials, Labour and Overheads and Accounting Treatment of Variances	25%	11

	Total	100%	60
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**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

14. Cost accounting module - ICAI
15. Cost accounting module - ICWA

**Course Outcome:**

After Learning the course the students shall be able to:

This course is designed to expose third-year students with knowledge of Management accounting which can help them to select their specialization in their carrier.

**PARUL UNIVERSITY - Faculty of Commerce**  
**Department of Commerce**  
**SYLLABUS FOR 1<sup>st</sup> Sem M.Phil PROGRAMME**  
**Strategic Human Resource Management**

**Type of Course:** M.Phil

**Prerequisite:** Knowledge of Strategic Human Resource Management

**Rationale:** To incubate knowledge and understanding of Knowledge of Strategic Human Resource Management

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme						Total
Lect Hrs/Week	Tut Hrs/Week	Lab Hrs/Week		External			Internal			
				T	P	T	CE	P		
4	0	0	4	60	0	20	20	0	100	

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

UNIT	Topic	Weight age	Teaching Hrs
1.	<b>Unit 1 - Conceptual Framework of strategic HRM,</b> Concept, models of strategic HRM, challenges in strategic human resource management, impact of strategic HRM, SHRM for competitive advantage. Components of strategic HRM. Implementation of strategic HRM : Staffing, training & development, performance management & feedback, compensation, employee separation.	25%	8
2.	<b>Unit 2 - Global human resource management:</b> Difference between global HRM & domestic HRM; Concept and functions of Global HRM; strategic HR issues in global assignments; Organizational Cultural and Diversity at Workplace; Managing Diversity	25%	8
3.	<b>Unit 3 – Contemporary Components of HRM</b> Employee Engagement Change Management HRM in Virtual Organization	25%	7

	<b>Unit 4 – Recent Trends in HRM</b>		
4.	Digital HR, Human Resource Information System Employer Branding International Human Resource Management	25%	7
	Total	100%	30

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

1. Jeffrey A Mello, Strategic Human Resource Management.
2. Rajib Lochan Dhar, Strategic Human resource Management
3. Robert Grant, Contemporary Strategic Management
4. International Human Resource Management by Anne Will Harzang and Ashly Pinnington
5. International Human Resource Management: Texts and Cases by K.Aswathappa and Dash, TMH Education Pvt Ltd.
6. The Employer Brand Management by Richard Mosley
7. Employee Engagement( HR Fundamentals) by Emma Bridge, Kogan Page
8. Digital HR – A critical management approach to the Digitilization of the Organization by Amelia Manuti and Parquale

This course is designed to expose M.Phil students with knowledge of Strategic Human Resource Management which can help them with the Dissertation.