



ROYAL SCHOOL OF COMMERCE(RSC)

DEPARTMENT OF COMMERCE

**Ph. D COURSE WORK SYLLABUS
PAPER III & IV**

Paper III: Recent Trends in Commerce

Subject Code: COM046C101

Credit Units: 03

Objective:

The course aims to provide students with a comprehensive understanding of how recent trends are reshaping the landscape of commerce, equipping them with knowledge and insights to navigate and thrive in the modern business environment.

Course Outcomes:

On successful completion of the course the students will be able to:		
	Course Outcome	Blooms Taxonomy Level
CO1	Recall key emerging trends that are influencing modern commerce.	BT1
CO2	Describe the concept of sustainable commerce practices.	BT2
CO3	Apply the strategies and laws of commerce in business scenarios.	BT3
CO4	Analyze the strategies and trends in commerce.	BT4
CO5	Evaluate the effectiveness of different financial instruments in commerce.	BT5
CO6	Propose innovative solutions in commerce for sustaining business.	BT6

Detailed Syllabus:

Module s	Topics / Course content	Periods
I.	Recent Trends in Business Environment: a) Environmental changes in business- SWOT analysis, Role & performance of WTO in changing economic environment, Management change, Adaptability for success, b) Liberalization: structural reforms de-regulation. c) Privatization: change in the top management of public sector, disinvestment of public enterprises and entry into MOUs & Navaratnas, d) Globalization: integrating the Indian economy into the global economy, Free Trade Areas (FTAs) e) Concept of MSME (Micro Small and Medium Enterprise) f) Corporate Governance and CSR	6
II.	Recent Trends in Management. a) Total quality management (TQM), six sigma, Basic concept of ISO, Bench marking. b) Legal environment relating to business- Features of Consumer Protection Act, Competition Act, Intellectual Property Rights, Insolvency and Bankruptcy Code.	8

III.	<p>Recent Trends in Marketing & HR.</p> <p>a) Concept of services marketing, 7 P's (Product, Price, Place, Promotion, People, Physical evidence & procedure), Customer relationship management (CRM), supply chain management, logistics management, concept of mega marketing.</p> <p>b) HRM in perspective, Human resource requirement, Developing effectiveness, compensation and security, employee relations, strategic Human Resource Management and performance appraisal.</p>	6
IV.	<p>Recent Trends in Accounting & Finance:</p> <p>a) IFRS including International Accounting standards (Broad understanding of concepts is expected), Accounting for intangibles, Environmental Accounting and auditing, Forensic Accounting, Balanced scorecard, Human Resource Accounting, Social Accounting, Farm Accounting.</p> <p>b) Taxation- Income Tax and GST</p> <p>c) Portfolio management, security analysis, changes in capital market, Role of national level stock exchanges, Derivatives- Concept, New financial instruments, securitization of loans and risk management, Role of credit rating, Commodity markets.</p> <p>d) E- Banking, Core Banking, ATM, RTGS, Private Banking, Global Banking, IFC, SFCs, IDBI, SIDBI, EXIM Bank and regulatory agencies like SEBI, IRDA and recent trends in Central Banking.</p> <p>e) Concept and Development of Micro Finance.</p>	16
	TOTAL	36

Suggested Readings:

1. Jauhari B M (2022), *Economic Liberalisation and Globalisation*, Arjun Publishing House,
2. *Ind-AS Pocket Guide* (2020), PWC (Price Waterhouse Coopers).
3. Chatterjee, B. (2020); *Taxmann's Illustrated Guide to Indian Accounting Standards (Ind AS)*; Taxmann Publication Ltd.; New Delhi.
4. Ashwathappa K (2020); *Human Resource Management – Text and Cases*; 6thEdition ; Tata McGraw Hill, New Delhi
5. Philip Kotler, Keller Lane Kevin, Koshy Abraham, Jha Mithileshwar (2014), *Marketing Management*, Prentice Hall of India.
6. Kapoor G.K & Et al (2015); *Corporate Governance*; Taxmann Publication (P) Ltd.; New Delhi.
7. Khanka S. S. (2014); *Business Ethics and Corporate Governance, Principles and Practices*; S. Chand & Co. Pvt. Ltd.; New Delhi.
8. Singh Mahipal (2022); *Security analysis and portfolio management*; Isha Books, New Delhi.
9. Various articles related to the topics covered in the course.

Paper IV: Project Presentation and Viva Voce (Guide Specific)

Objective:

The objective of the course is to familiarize the Ph. D students with different literature related to proposed area of research and to identify the gap in the existing literature.

Assessment Pattern for Teaching Practice

1. 12 hours of discussion with ph.d guide regarding the literature.
2. Each Ph. D student shall review a minimum of 24 articles related to the proposed area of research.
3. A report of the same needs to be compiled under the guidance of the concerned Ph. D guide.
4. The report will contain the following topics:
 - i. Introduction.
 - ii. Definition of key terminologies
 - iii. Literature Review (of 24 articles following a specific type of review of literature)
 - iv. Gap in the existing literature.
 - v. Proposed title of research as a conclusion.
 - vi. References
5. A presentation of the same needs to be given in presence of the DRC members as a part of examination and accordingly assessment will be done based on the given parameters.

Assessment Criteria:		
No.	Criteria	Marks
1	Preparation of the material, its content, coverage & quality	50
2	Presentation -Quality and Relevance of the topic -Exhaustiveness of the selected papers -Research Gap/Research Prospects -Presentation Style -Overall flow of the Presentation	25
3	Viva-Voce	25
	Total	10