

Vanita Vishram Women's University
School of Commerce and Business Management
Department of Commerce
Programme: Ph.D. in Commerce/Accountancy
Ph. D. Entrance Examination Syllabus
w.e.f. from 2022-23

Course Content:

Sr. No.	Unit
1	<p><u>Business Environment & International Business</u></p> <ul style="list-style-type: none"> • Concepts and elements of business environment: Economic environment - Economic systems, Economic policies (Monetary and fiscal policies); Political environment - Role of government in business; Legal environment - Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR) • Scope and importance of international business: Globalization and its drivers; Modes of entry into international business • Theories of international trade: Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy • Foreign direct investment (FDI) and Foreign portfolio investment (FPI): Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy • Balance of payments (BOP): Importance and components of BOP • Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA • International Economic Institutions: IMF, World Bank, UNCTAD • World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS
2	<p><u>Accounting & Auditing</u></p> <ul style="list-style-type: none"> • Basic accounting principles; concepts and postulates • Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms • Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies

	<ul style="list-style-type: none"> • Holding company accounts • Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT • Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis • Human Resources Accounting; Inflation Accounting; Environmental Accounting • Indian Accounting Standards and IFRS • Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit • Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit
3	<p><u>Business Economics</u></p> <ul style="list-style-type: none"> • Meaning and scope of business economics • Objectives of business firms • Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR • Consumer behavior: Utility analysis; Indifference curve analysis • Law of Variable Proportions: Law of Returns to Scale • Theory of cost: Short-run and long-run cost curves • Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination • Pricing strategies: Price skimming; Price penetration; Peak load pricing
4	<p><u>Business Finance</u></p> <ul style="list-style-type: none"> • Scope and sources of finance; lease financing • Cost of capital and time value of money • Capital structure • Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis • Working capital management; Dividend decision: Theories and policies • Risk and return analysis; Asset securitization • International monetary system • Foreign exchange market; Exchange rate risk and hedging techniques • International financial markets and instruments: Euro currency; GDRs; ADRs

	<ul style="list-style-type: none"> • International arbitrage; Multinational capital budgeting
5	<p><u>Business Statistics and Business Finance</u></p> <ul style="list-style-type: none"> • Measures of central tendency • Measures of dispersion • Measures of skewness • Correlation and regression of two variables • Probability: Approaches to probability; Bayes' theorem • Probability distributions: Binomial, poisson and normal distributions • Research: Concept and types; Research designs • Data: Collection and classification of data • Sampling and estimation: Concepts; Methods of sampling – probability and non-probability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation • Hypothesis testing: z-test; t-test; ANOVA; Chi-square test; Mann-Whitney test (U-test); Kruskal-Wallis test (H-test); Rank correlation test • Report writing
6	<p><u>Business Management and Human Resource Management</u></p> <ul style="list-style-type: none"> • Principles and functions of management • Organization structure: Formal and informal organizations; Span of control • Responsibility and authority: Delegation of authority and decentralization • Motivation and leadership: Concept and theories • Corporate governance and business ethics • Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning • Compensation management: Job evaluation; Incentives and fringe benefits • Performance appraisal including 360-degree performance appraisal • Collective bargaining and workers' participation in management • Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management • Organizational Culture: Organizational development and organizational change
7	<p><u>Banking & Financial Institutions</u></p> <ul style="list-style-type: none"> • Overview of Indian financial system • Types of banks: Commercial banks; Regional Rural Banks

	<p>(RRBs); Foreign banks; Cooperative banks</p> <ul style="list-style-type: none"> • Reserve Bank of India: Functions; Role and monetary policy management • Banking sector reforms in India: Basel norms; Risk management; NPA management • Financial markets: Money market; Capital market; Government securities market • Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds • Financial Regulators in India • Financial sector reforms including financial inclusion • Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems • Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role
8	<p><u>Marketing Management</u></p> <ul style="list-style-type: none"> • Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning • Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development • Pricing decisions: Factors affecting price determination; Pricing policies and strategies • Promotion decisions: Role of promotion in marketing; Promotion methods – Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix • Distribution decisions: Channels of distribution; Channel management • Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions • Service marketing • Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM • Logistics management
9	<p><u>Legal Aspects of Business</u></p> <ul style="list-style-type: none"> • Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts; • Special contracts: Contracts of indemnity and guarantee; contracts

	<p>of bailment and pledge; Contracts of agency</p> <ul style="list-style-type: none"> • Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer • Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments • The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint-stock company • Limited Liability Partnership: Structure and procedure of formation of LLP in India • The Competition Act, 2002: Objectives and main provisions • The Information Technology Act, 2000: Objectives and main provisions; Cyber-crimes and penalties • The RTI Act, 2005: Objectives and main provisions • Intellectual Property Rights (IPRs): Patents, trademarks, and copyrights; Emerging issues in intellectual property • Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST
10	<p><u>Income Tax & Corporate Tax Planning</u></p> <ul style="list-style-type: none"> • Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes, Deduction and collection of tax at source; Advance payment of tax; E-filing of income tax returns • International Taxation: Double taxation and its avoidance mechanism; Transfer pricing • Corporate Tax Planning: Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax considerations in specific business situations: Make or buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations
