



Government City College (A)

Nayapul, Hyderabad

Affiliated to Osmania University

Accredited with B⁺⁺ Grade & CGPA 2.76

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3.4.1: The Institution ensures implementation of its stated Code of Ethics for research.

Govt. City College has a stated Code of Ethics for research and the implementation of which is ensured through the following:

1. Inclusion of research ethics in the research methodology course work
2. Presence of institutional Ethics committee
3. Plagiarism check through software
4. Research Advisory Committee


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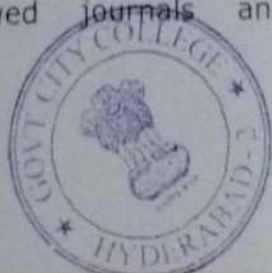
RESEARCH ADVISORY COMMITTEE

The Research advisory Committee of Govt City College (A), is hereby constituted with the following members for the session **2018-19**

Name of the faculty	Department	Role
Dr Viplav Duth Shukla	Chemistry	Convener
Aijaz Sultana	Political Science	Member
Dr R Sridhar	Commerce	Member
K Sarada	Mathematics	Member
Dr K L V Varaprasada Rao	Botany	Member
Konda Sumana Yadagiri	Bio-Chemistry	Member
P Pushpalatha	Bio-Technology	Member

Terms and Scope of the Committee:

1. The committee shall convene a minimum of twice per academic year to review progress and plan activities.
2. The committee's primary objectives are to promote research activities within the institution, enhance research quality, and ensure compliance with ethical standards.
3. The committee will be responsible for reviewing and approving research proposals submitted by faculty and students.
4. Regular monitoring of ongoing research projects and evaluation of outcomes against set benchmarks.
5. The committee will oversee all research activities to ensure compliance with ethical standards, including obtaining necessary clearances.
6. Assess and recommend allocation of resources for research activities, including funding, infrastructure, and training.
7. Work in tandem with the Internal Quality Assurance Cell to align research quality with the institution's standards.
8. Organize capacity-building workshops, seminars, and conferences to foster research skills among the college's faculty and students.
9. Encourage and support faculty and students in publishing their research in peer-reviewed journals and presenting at conferences.



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RESEARCH ADVISORY COMMITTEE

The Research Advisory Committee of Govt City College (A), is hereby constituted with the following members for the session **2019-20**

Name of the faculty	Department	Role
Dr Viplav Duth Shukla	Chemistry	Convener
Aijaz Sultana	Political Science	Member
Dr R Sridhar	Commerce	Member
K Sarada	Mathematics	Member
Dr K L V Varaprasada Rao	Botany	Member
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RESEARCH ADVISORY COMMITTEE

The Research Advisory Committee of Govt City College (A), is hereby constituted with the following members for the session **2020-21**

Name of the faculty	Department	Role
Dr P Bala Bhaskar	Physics	Chairman
Dr Viplav Duth Shukla	Chemistry	Convener
Dr K Mallikarjuna Rao	Commerce	Co-Convener
Dr D Srinivas	History	Member
Dr K Anand	Zoology	Member
Dr C Srinivasa Reddy	Mathematics	Member
Dr JVN Mallikarjuna	English	Member

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RESEARCH ADVISORY COMMITTEE

The Research Advisory Committee of Govt City College (A), is hereby constituted with the following members for the session **2021-22**

Name of the faculty	Department	Role
Dr P Bala Bhaskar	Physics	Chairman
Dr Viplav Duth Shukla	Chemistry	Convener
Dr K Mallikarjuna Rao	Commerce	Director
Dr D Srinivas	History	Member
Dr.Koyi Koteswara Rao	Telugu	Member
Dr K Anand	Zoology	Member
Dr K Parvathalu	Physics	Member
Dr Ch Ravi Kumar	Library Science	Member
Dr C Srinivasa Reddy	Mathematics	Member
Dr.JVN Mallikarjuna	English	Member
Dr Ratna Prabhakar	Commerce	Member
Dr S Jhansi Rani	Commerce	Member
Dr R Sridhar	Commerce	Member
Dr Adi Ramesh	English	Member
Dr Krishana Chandar Keerthi	English	Member
Dr S Rama Devi	Sanskrit	Member
Dr.Rizwana Begum	Urdu	Member

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RESEARCH ADVISORY COMMITTEE

The Research Advisory Committee of Govt City College (A), is hereby constituted with the following members for the session **2022-23**

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Dr Viplav Duth Shukla	Chemistry	Convener
Dr K Mallikarjuna Rao	Commerce	Director
Dr D Srinivas	History	Member
Dr.Koyi Koteswara Rao	Telugu	Member
Dr K Anand	Zoology	Member
Dr K Parvathalu	Physics	Member
Dr Ch Ravi Kumar	Library Science	Member
Dr C Srinivasa Reddy	Mathematics	Member
Dr JVN Mallikarjuna	English	Member
Dr J Ratna Prabhakar	Commerce	Member
Dr S Jhansi Rani	Commerce	Member
Dr R Sridhar	Commerce	Member
Dr Adi Ramesh	English	Member
Dr Krishana Chandar Keerthi	English	Member
Dr S Rama Devi	Sanskrit	Member
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Proceedings of Chemical & Bioethical Committee

- 1. 2018-19**
- 2. 2019-20**
- 3. 2021-22**



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CHEMICAL & BIOETHICS COMMITTEE


NOTICE

A meeting of Chemical & Bioethics Committee will be held on 21.02.2022 at 10:30 a.m. in the Bio-Technology Department. The agenda of the meeting is:


1. Sustainability Initiatives
2. Chemical Inventory Management
3. Ethical Implications of Research
4. Professional Development
5. Any other


All members are requested to attend the meeting



(Dr. Vipul Dutt Shukla)


(Dr. T. Raga Sudha)


(Dr. Y. Vasudha Reddy)


(Dr. K.L.V. Vasuprasad)


K. Sumana
(K. Sumana Jaganmouli)


(Dr. E. Jaganmouli)


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Proceedings of the Chemical & Bioethics Committee

The Meeting of Chemical and Bioethics Committee held on 21.02.2022 at 10:30 a.m. at the Head office of Bio-Technology Department

Sustainability Initiatives

- **Resolution:** The committee resolves to establish a 'Green Lab Program' aimed at reducing the ecological footprint of research labs. This includes the introduction of a recycling protocol for lab materials and a shift towards the procurement of energy-efficient equipment.

Chemical Inventory Management

- **Resolution:** The committee agrees to implement an electronic chemical inventory management system that tracks usage, storage, and disposal of chemicals, thus improving safety and compliance with environmental regulations.

Ethical Implications of Research

- **Resolution:** A subcommittee will be created to review all new research proposals to ensure they meet the ethical guidelines set forth by the college, particularly those involving the use of hazardous materials or those that have potential environmental impacts.

Professional Development

- **Resolution:** The committee will schedule at least two professional development workshops annually for members and laboratory personnel, focused on the latest chemical safety protocols and bioethics education.

Review of Incident Reports

- **Resolution:** Establish a mandatory reporting procedure for all lab incidents, with a quarterly review by the committee to identify patterns and develop strategies to mitigate risks.

K. Suman Yadagiri
(K. Suman Yadagiri)

Dr. T. Raga Sudha
Dr. K. L. V. Vasireddy

Dr. Y. Sudeva Reddy
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Dr. Viplav Datta Shukla
Dr. E. Yadav



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CHEMICAL & BIO ETHICS COMMITTEE

The Chemical & Bioethics Committee of Govt. City College (A), is hereby constituted with the following members for the session 2018-19

Name of the faculty	Department	Committee
Dr. Viplav Duth Shukla	Chemistry	Convener
Dr Eluri Yadaiah	Chemistry	Member
Dr K L V Varaprasada Rao	Botany	Member
Dr.Raga Sudha Tayya	Micro-Biology	Member
Konda Sumana Yadagiri	Bio-Chemistry	Member
P Pushpalatha	Bio-Technology	Member

Terms and Scope of the Committee:

- The committee will meet at least twice a year.
- The committee will handle issues related to chemical and bioethics with advice from the Internal Quality Assurance Cell (IQAC).
- The committee will check all safety-related issues for science laboratories.

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NOTICE

A meeting of Chemical & Bioethics Committee will be held on 25.02.2019 at 10:30 a.m. in the Department of Chemistry. The agenda of the meeting is:

The agenda of the meeting is:

1. Reviewing the Curriculum and discussion of matter related to ethical issues.
2. Use of hazardous chemicals in laboratories
3. Safety measures to be taken in laboratories.
4. Any other matter.

give me a resolution on the above agenda points.

E. Sarwanth
(K. Sarwanth Yadavani)

Dr. T. Raja Sreedha
Dr. K. L. V. Varaprasad

P. Pushpa
(P. Pushpaletta)

[Signature]
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Proceedings of the chemical & bioethics committee

The Meeting of Chemical and Bioethics Committee held on 25.02.2019 at 10:30 a.m. at the Department of Chemistry

Welcoming the members

The Convenor of the chemical and bioethics committee greeted each member in attendance and provided an update on the group's recent initiatives and achievements. He emphasized the critical nature of adhering to and actively enforcing the established safety protocols within all scientific lab environments to ensure a secure setting for scholarly activities

Agenda-I

Reviewing the curriculum and discussion of matter related to ethical issues

The committee engaged in a conversation about making suitable updates to the course content within their various departments. The goal was to ensure that the curriculum remains relevant and reflects the latest developments and ethical standards in their respective fields.

Agenda-II

Use of hazardous chemicals in laboratories

The meeting brought up the topic of reducing the use of hazardous chemicals. It was agreed that lab attendants must take responsibility for the careful separation and accurate marking of all hazardous substances. Furthermore, it was decided that chemicals past their use-by date should be handed over to the storeroom manager for proper disposal.

Agenda-III

Safety measures to be taken in laboratories

Before engaging in any experiments or handling chemicals, it's essential for students to undergo a thorough orientation. They need to be equipped with the necessary personal protective equipment like safety glasses, gloves, aprons, and appropriate footwear while in the lab. It's also important that fire extinguishers are readily available


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and maintained up-to-date. The acquisition of fume hoods must be managed by each department to ensure a safe working environment. Regular monthly inspections of gas pipelines in the lab should be a routine procedure. Moreover, teachers should take on the responsibility of overseeing the labs to maintain strict safety standards.

Agenda-IV

Any other matter

List of safety equipment to be purchased by different departments were reviewed.

~~By~~
P. P. Pudge
K. Suman

~~Dr. J. S. Yadav~~
(Dr. E. Yadav)

~~K. Suman~~
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CHEMICAL & BIOETHICS COMMITTEE

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Dr.Raga Sudha Tayya	Micro-Biology	Member
Dr K L V Varaprasada Rao	Botany	Member
Konda Sumana Yadagiri	Bio-Chemistry	Member
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CHEMICAL & BIOETHICS COMMITTEE


NOTICE

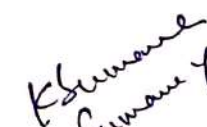
A meeting of Chemical & Bioethics Committee will be held on 02.03.2020 at 10:30 a.m. in the office of Botany. The agenda of the meeting is:

1. Ratification of the minutes from the last meeting.
2. Evaluation of recently implemented safety protocols.
3. Cultivating knowledge of best practices in the laboratory among students.
4. Discussion of additional topics.

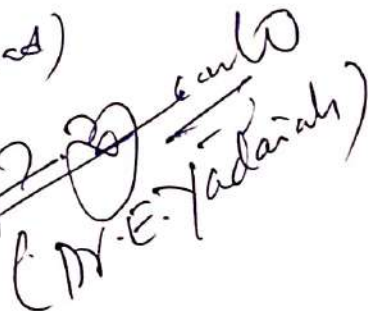
All members are requested to attend the meeting


(Dr. T. Raja Sridhar)


(Dr. K.L.V. Varaprasad)


K. Sumane

(K. Sumane (adaptor))


(Dr. E. Yadaviah)


P. Pushpa

(P. Pushpa (etha))


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Proceedings of the Chemical & Bioethics Committee

The Meeting of Chemical and Bioethics Committee held on 02.03.2020 at 10:30 a.m. at the Head office of Botany Department.

1. Confirmation of Previous Meeting Minutes:

- The committee resolved to confirm and adopt the minutes from the previous meeting as a true and accurate record of proceedings. Any amendments or clarifications needed were addressed and approved.

2. Review of Safety Measures Taken:

- The committee resolved that all safety measures and protocols implemented since the last meeting have been successful. The measures were reviewed for effectiveness and further improvements were suggested where necessary. A resolution was made to continue monitoring these safety measures and report any incidents or near-misses in future meetings.

3. Awareness Among Students Regarding Good Lab Practices:

- The committee resolved to enhance student awareness of good laboratory practices. A series of educational workshops and mandatory training sessions will be introduced, with the goal of instilling a culture of safety and responsibility when working in the labs.

4. Discussion of Additional Topics:

- The committee resolved to open the floor for any additional matters not previously listed on the agenda. Members were encouraged to bring forth any issues or concerns that they believe require the committee's attention. A process was established for these discussions to be formally added to future meetings for a comprehensive review.

(Dr. T. Ragu Sridhar)

by
Dr. K. L. V. Varaprasad

(Dr. K. S. Jadarah)

P. Pushpa
(P. Pushpaletta)

K. Sumana
(K. Sumana Indragiri)

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Date: 2024-04-16



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BIC/SWIFT-Code: DEUTDE33HAN

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, Govt City College

Ph.D. Course Work

SYLLABUS



Faculty of Commerce
Government City College(A)
Hyderabad, Telangana State.

2022

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

PH.D. COURSE WORK SYLLABUS STRUCTURE - 2022

Sl. No.	Paper	Title of the Paper	Periods Per Week	Duration of Exam (Hrs)	Max. Marks
1.	I (RMPE) (Common)	Research Methodology and Publication Ethics	4	3	100
		SPECIALISATION (Any one)			
1.	II(F)	Finance	4	3	100
2.	II (A)	Accounting	4	3	100
3.	II (B&I)	Banking & Insurance	4	3	100
4.	II (MM)	Marketing Management	4	3	100
5.	II (MGT)	Management	4	3	100

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

**COMMON (RMPE)
PAPER-I**

RESEARCH METHODOLOGY AND PUBLICATION ETHICS

Periods per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To familiarize and acquaint the student with application of knowledge about research methodology and understanding publication ethics.

A. RESEARCH METHODOLOGY:

UNIT I: INTRODUCTION:

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method - Understanding the language of Research - Concept, Construct, Definition, Variable. Types of Research – Steps in Research Process – Research Methodology – Criteria for Good Research – Research Problem identification, sources and formulation of a research problem - Research Design: Need – Components of a Research Design - Review of Literature – Identification of gaps in existing literature and objective formulation.

UNIT II: SAMPLING DESIGN, SOURCES OF DATA, QUESTIONNAIRE DESIGN:

Concept of Sampling, Types of sampling (Random and Non-Random) – Determination of Sample size – Characteristics of a good sampling – Sampling and non-sampling Errors – Measurement & Scaling – Types of Scales: Comparative & Non-Comparative – Validity and Reliability - Levels of measurement -Nominal, Ordinal, Interval, Ratio. - Sources of Data (Primary Vs Secondary) – Question types (open ended Vs Closed Ended), Questionnaire Design steps, characteristics of a good questionnaire, Questionnaire checklist.

UNIT III: ANALYSIS OF DATA, HYPOTHESIS TESTING & REPORT WRITING:

Editing – Coding – Tabulation - Tools of Analysis – Descriptive Vs Inferential, Univariate, Bivariate and Multivariate tools of Analysis - Hypothesis concept – features, significance, types, determination of levels of significance, degrees of freedom – Type I & Type II Errors, Power of a Test, Steps in Hypothesis Testing- Parametric and Non-Parametric tools of Analysis –Choice of appropriate tools of analysis. Fallacies of Interpretation - Report writing – contents of a report – Characteristics of a good report – precautions for writing the report – Citation – Bibliography & references – Structural Equation Model – Advance Excel, SPSS.

B. PUBLICATION ETHICS:

UNIT – IV: PHILOSOPHY AND ETHICS:

Introduction to philosophy: definition, nature and scope, concept, branches. Ethics: Definition, moral philosophy, nature of moral judgments and reactions.

Scientific Conduct: Ethics with respect to research in science disciplines and research in social sciences, Intellectual honesty and research integrity, scientific misconducts: Falsification, Fabrication and Plagiarism (FFP), Redundant publications: Duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data.

Publication Ethics: Publication Ethics : Definition, importance, Best practices / standards setting initiatives and guidelines: COPE, WAME etc., Conflicts of interest, Publication misconduct : Definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributorship, Identification of publication misconduct, complaints and appeals, predatory publishers and journals. References (APA Vs. MLA). Bibliography.

UNIT – V: OPEN ACCESS PUBLISHING:

Open access publications and initiatives, SHERPA/Romeo online resource to check publisher copyright & self-archiving policies, Software tools to identify predatory publications developed by SPPU, Journal finder / journal suggestion tools viz. JANE, Elsevier Journal finder, Springer Journal Suggester etc..

Publication Misconduct: Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: Examples and fraud from India and abroad. Use of plagiarism softwares like Turnitin, Urkund and other open source software tools.

Databases and Research Metrics: Indexing databases, Citation databases: Web of Science, Scopus etc., ISSN Vs ISBN, Impact Factor of journal as per Journal Citations Report, SNIP, SJR, IPP, Cite Score, Metrics: h-index, g-index, i-10 index, almetrics.

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Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SUGGESTED READINGS:

1. Sriwastava, S. C. : Foundation of Social Research and Economics Techniques, Himalaya Publishing House
2. Chou, Ya-Lun : Statistical Analysis with Business and Economics Applications, 2nd Eds., New York, Hold Rinchart and Wrintston
3. Clover, Vernon t and Balsely, Howerd L : Business Research Methods, Colombus O. Grid, Inc
4. Emary C. Willima : Business Research Methods, Illinois : Richard D. Irwin Inc. Homewood
5. Sharma H.D. and Mukherji S. P. : Research Methods in Economics and Business, New York : The Macmillan Company
6. Gerber R. and Verdoom, P.J. : Research Methods in Economics and Business, New York, The Macmillan Company
7. Courtis J.K. (ed.) Research and Methodology in Accounting & Financial Management
8. Menden HYall and Varacity : Reinmuth J.E. : Statistics for Management and Economics
9. Krishnaswami O.R. : Methodology of Research in Social Sciences, Himalaya Publishing House
10. Research Methodology- C. R. Kothari
11. Marketing Research : Naresh Malhotra
12. Business Research: Uma Sekharan

References for Research Ethics:

1. Bird, A (2006), *Philosophy of Science*, Routledge
2. MacIntyre, Alasdair (1967) *A Short History of Ethics*, London
3. P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped: do not get Plagiarized*, ISBN : 978-9387480865
National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009),
4. On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
Resnik, D. (2020, December 23).
5. *What is ethics in research & why is it important?* National Institute of Environmental Health Sciences, Retrieved from
<https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
6. Becall, J. (2012), *Predatory publishers are corrupting open access*. *Nature*, 489 (7415), 179- 179.
<https://doi.org/10.1038/489179a>
Indian National Science Academy IINSA),
7. *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81-939482-1-7.
8. https://www.insaindia.res.in/pdf/Ethics_Book.pdf

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SPECIALIZATION: FINANCE (F)
PAPER-II
FINANCE

Periods Per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To familiarize and acquaint the student with understanding and application of financial management tools and techniques.

UNIT-I: CORPORATE AND PERSONAL FINANCE:

(a) Corporate Finance: Standard Finance Theories: Assumptions and Limitations – New Concepts / Approaches in Finance – New Institutions – Innovative Financial Products / Instruments – New Financial Markets - New Financial Services – New Financial Regulations

(b) Personal Finance: Personal Financial Planning – Process – Personal Financial Statements and Analysis – Personal Tax Planning – Investment Planning – Insurance Planning – Retirement Planning – Estate Planning

UNIT-II: BEHAVIOURAL AND CLIMATE FINANCE:

(a) Behavioural Finance: Meaning – Nature – Scope - Objectives – Application – Investment Decision Cycle: Judgment under Uncertainty: Cognitive Information Perception – Peculiarities (Biases) of Quantitative and Numerical Information Perception - Representativeness – Anchoring - Exponential Discounting - Hyperbolic Discounting

(b) Climate Finance: Financial Concepts relating to Sustainable Development (including Environmental, Social and Governance) - Key Drivers and Players - Identifying Climate Change-related Risks: Policy Changes - Technological Advancement - Access to Capital - Shifting Customer and Stakeholder Expectations - Scenario Analysis and Risk Management - Offsetting Risk to the Capital Markets: Weather Derivatives and Catastrophe Bonds – Sovereign Green Bonds

UNIT-III: FINTECH AND REGULATION:

(a) FinTech: Meaning - FinTech Evolution – Fintech Regulation - RegTech – Digital Currency - Digital Financial Services - Digital Finance and Alternative Finance - Digitization of Financial Services - FinTech & Funds - Crowd Funding–P2P and Marketplace Lending - AI in Smart Regulation and Fraud Detection – Regulatory Sandboxes – Smart Regulation – Redesigning Better Financial Infrastructure

(b) Regulation: History of Data Regulation – Data in Financial Services – Application of Data Analytics in Finance - Methods of Data Protection: General Data Protection Regulation Compliance and Personal Privacy – How AI is Transforming the Future of FinTech – Digital Identity – Change in Mindset: Regulation 1.0 to 2.0 (KYC to KYD) - Challenges of Data Regulation - Data is the New Oil: Risk of Breach – The Future of Data-Driven Finance

UNIT-IV: ECONOMETRIC APPLICATIONS TO FINANCE-I:

(a) Classical Time Series Analysis: Utility of Time Series Analysis – Components of Time Series Data – Measurement of Trend, Seasonality and Cycles – Moving Averages and Smoothing Techniques to Time Series Analysis - Classical Time Series Decomposition Models – Additive and Multiplicative Models – Forecasting using Smoothing Techniques and Time Series Decomposition Methods – Applications in Finance

(b) Tools of Modern Time Series Analysis: Stochastic and Stationary Process – Tests of Stationary – Trend vs Difference Stationary Process – Dickey-Fuller and Augmented Dickey-Fuller Tests – Spurious Regression and Co-integration of Time Series – Engle-Granger Test – CRDW Test – Error Correction Mechanism

UNIT-V: ECONOMETRIC APPLICATIONS TO FINANCE-II:

(a) Univariate Time Series Analysis and Forecasting: Linear Time Series Analysis – Autocorrelation Function and Partial Auto-correlation Function – Auto-regressive (AR) Models, Moving Average (MA) Models, Box-Jenkins (BJ) ARMA and ARIMA Models – Identification – Estimation and Forecasting with ARIMA Models – Economic Applications

(b) Multivariate Time Series Analysis and Forecasting: Vector Autoregressive (VAR) Models – Advantages and Problems – Estimation and Forecasting with VAR – Impulse Response Function – Johansen Co-integration – Test on VAR – Granger Causality Test – Applications in Finance

SUGGESTED READINGS:

(1) Abdul Rafay: FinTech as a Disruptive Technology for Financial Institutions, IGI Global; (2) Anil Markandya Et Al: Climate Finance: Theory And Practice, World Scientific; (3) Axel Michaelowa and Anne-Kathrin Sacherer: Hand Book of International Climate Finance, Elgar Online; (4) Bernardo Nicoletti: The Future of FinTech: Integrating Finance and Technology in Financial Services, Palgrave; (5) Bhaumik, S. K.: Principles of Econometrics: A Modern Approach Using EViews, Oxford University Press; (6) Brooks, Chris: Introductory Econometrics for Finance, Cambridge University Press; (7) Chris Brooks: Introductory Econometrics for Finance, Cambridge University Press; (8) Cooray T.M.J.A.: Applied Time Series – Analysis and Forecasting, Narosa Publications; (9) Damodar N Gujarati and Sangeetha: Basic Econometrics, Tata McGraw-Hill; (10) Entrepreneurs and Visionaries, John Wiley; (11) Gitman, Joehnk and Billingsley: Personal Financial Planning, Cengage; (12) Hair, Anderson, Tatham and Black: Multivariate Data Analysis, Pearson Education India; (13) Lucy F. Ackert and Richard Deaves: Understanding Behavioural Finance, Cengage; (14) Madala, G.S.: Introduction to Econometrics, Willey Indian Pvt. Ltd; (15) Murali S. and Subbakrishna K.R.: Personal Financial Planning, HPH; (16) Shyamala, S.: Introductory Econometrics, Vishal Publishing Company; (17) Suchita Singh and Shilpa Bahl: Behavioural Finance, Vikas; (18) Susanne Chishti and Janos Barberis: The FINTECH Book: The Financial Technology Handbook for Investors; (19) Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins: Disrupting Finance: FinTech and Strategy in the 21st Century, Palgrave; (20) Wooldridge. J.: Econometrics, Cengage Learning.

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SPECIALIZATION: ACCOUNTING (A)
PAPER-II
FINANCIAL STATEMENT ANALYSIS

Periods per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To familiarize and acquaint the student with understanding and application of analysis of financial statement \ techniques.

UNIT-I: FINANCIAL STATEMENT ANALYSIS:

Introduction to Business Analysis – Types of Business Analysis - Components of Business Analysis: Business Environment and Strategy Analysis, Accounting Analysis, Financial Analysis, Prospective Analysis, Valuation – Basis of Analysis of Financial Statements: Planning Business Activities, Financing Activities and Operating Activities – Financial Statements Reflect Business Activities: Balance Sheet, Income Statement, Statement of Shareholders' Equity, Statement of Cash Flows and Additional Information – Analysis Tools: Comparative Statements; Common-Size Statements, Trend Analysis, Ratio Analysis, Cash Flow Analysis and Valuation. (Theory only)

UNIT-II: FINANCIAL REPORTING AND ANALYSIS:

Reporting Environment: Statutory Financial Reports, Factors affecting Statutory Financial Reports – Nature and Purpose of Financial Reporting: Desirable Qualities of Accounting Information, Important Principles of Accounting, Relevance and Limitations of Accounting – Accrual Accounting Framework – Concept of Income: Economic Concept of Income, Accounting Concept of Income – Fair Value Accounting - Introduction to Accounting Analysis: Need for Accounting Analysis, Earnings Management and Process of Accounting Analysis. (Theory only)

UNIT-III: ANALYZING FINANCING ACTIVITIES, INVESTING ACTIVITIES AND OPERATING ACTIVITIES:

Analyzing Financing Activities: Analyzing Current Liabilities, Non-Current Liabilities, Analyzing Leases, Analyzing Post Retirement Benefits, Contingencies and Commitments, Shareholders' Equity – Analyzing Investing Activities: Current Assets: Cash and Cash Equivalents, Receivables, Prepaid Expenses, Analyzing Inventories, Accounting for Long-term Assets - Analyzing Plant, Property and Natural Resources - Depreciation – Analyzing Intangible Assets - Analyzing Operating Activities: Income Measurement: Income Concepts – Non-Recurring Items – Revenue Recognition – Deferred Charges – Interest Charges – Income Taxes. (Theory only)

UNIT-IV: CREDIT ANALYSIS:

Liquidity: Liquidity and Working Capital: Current Assets and Liabilities, Working Capital Measure of Liquidity, Current Ratio Measure of Liquidity, Cash-Based Ratio Measures of Liquidity, Operating Activity Analysis of Liquidity: Accounts Receivables Liquidity Measures, Inventory Turnover Measures, Liquidity of Current Liabilities (Including Problems)

Capital Structure and Solvency: Basics of Solvency: Importance of Capital Structure, Motivation for Debt Capital, Adjustments for Capital Structure Analysis – Capital Structure Composition and Solvency - Earning Coverage. (Including Problems)

UNIT-V: DISTRESS ANALYSIS:

Introduction – Need for Corporate Failure Analysis – Means of Bailing out of Distress –Research Findings on Causes of Sickness – Concepts on Sickness, Distress, Failure and Insolvency –Stages of Financial Distress – Signals, Symptoms of Industrial Sickness, Financial Distress – Prediction of Corporate Failure/Industrial Sickness: Univariate Analysis: Beaver's Contribution in Predicting Corporate Failure – Multivariate Analysis: Altman's Multiple Discriminant Analysis, Linear Regression Model, Residual Analysis and Ligit Profitability Analysis (Including Problems on Sickness Prediction)

SUGGESTED READINGS:

1. K.R. Subramanyam & John J. Wild "Financial Statement Analysis" McGraw Hill Education (India) Private Limited, New Delhi
2. Charles S. Gibson: "Financial Statement Analysis", Cengage Learning India Private Limited; New Delhi
3. Gokul Sinha ""Financial Statement Analysis" PHI Learning Private Limited, New Delhi.
4. Lyn M. Fraser & Aileem Ormiston "Understanding Financial Statements" PHI, New Delhi
5. Ambrish Gupta "Financial Accounting for Management An Analytical Perspective" Pearson; New Delhi
6. Earl. K. Stice & James D. Stice "Financial Accounting Reporting & Analysis" Cengage Learning India Pvt. Ltd.
7. Carl s. Warren, James M. Reeve & Jonathan E. Duchac "Financial Accounting Concepts, Methods and Applications" Cengage, Learning India Pvt. Ltd.
8. Sharma RK & Shashi K. Gupta "Management Accounting" Kalyani Publishers, New Delhi
9. Malcolm Smith, "Research Methods in Accounting"" Sage Publications Ltd, New Delhi
10. D.S.Rawat, "Guide to Ind-AS (Converged IFRS)" Taxmann Publishers, New Delhi

JOURNALS & NEWS PAPERS:

1. Chartered Accountant, Journal, ICAI,
2. Management Accountant, Journal, ICWAI
3. Economic Times,
4. Business Line

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SPECIALIZATION: BANKING AND INSURANCE (B&I)

PAPER-II

BANKING AND INSURANCE

Periods per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To provide a broader understanding of the banking, insurance and risk management with reference to Indian financial system and its constituents.

UNIT-I: DEVELOPMENT AND LEGAL FRAMEWORK OF BANKING:

Introduction to Indian Banking - Structure and Genesis of the Indian Banking Industry – RBI: The Regulating Authority of Indian Banking - Reforms in the Banking Sector - Non-Performing Assets (NPAs) – Basel-III: Implications for Indian Banking - Loans and Advances: Priority Sector Lending – Export Credit - Project and Working Capital Financing - Treasury and Funds Management in Indian Banking - Grievance Mechanism - Emerging Issues (Theory only)

UNIT-II: BANKING CAPITAL MANAGEMENT:

Capital Management - Economic Capital - Balance Sheet Management - Regulatory Capital Requirements for Banks - Potential Changes in Capital – Regulation - Reserve Adequacy Test - Materializing diversification Benefits through Capital Structure - Investment of Capital and Balance Sheet Segmentation (Theory only)

UNIT-III: RISK MANAGEMENT IN BANKS:

Changing Scenario of Risk Management – Types of Risk in Banks: Capital Allocation for Operational Risk – Managing Off-balance Sheet Exposure – Financial / Liquidity / Market Risks: Mitigation of Basis Risk - Value at Risk – Risk Management in Banks: Asset Liability Pricing – Forex Risk – Credit Risk Exposure Management – Sources of Risk – Measures for Identifying and Controlling Risks: Market Risk – Gap Analysis – Liquidity Risk – Credit Risk – Operational Risk (Theory only)

UNIT-IV: RISK MANAGEMENT AND INSURANCE:

Concept of Risk – Classification of Risk – Risk Management – Risk Management Process – Classifying Loss Exposures – Risk Control Measures – Risk Financing – Insurance – Social and Economic Values of Insurance (Theory only)

UNIT-V: DEVELOPMENT AND LEGAL FRAMEWORK OF INSURANCE:

Emerging Trends and New Developments in Insurance Industry - Designing the Insurance Services - Pricing and Promotion of Insurance Services – Policy Servicing and Claims Settlement – Insurance-Financial ratio: **a)** Earning Ratio - Premium growth – Risk retention, Loss Ratio, Expenses Ratio – Combined Ratio – Investment field, Net Earnings Ratio – Return on Network - **b)** Liquid Ratio: Liquid assets to Technical Reserve, Liquid assets to current liabilities - **c)** Solvency Ratio: Solvency ratio, opportunity leverage ratio – **d)** Other related Ratio

SUGGESTED READINGS:

(1) Sehti, Jyotsma., Bhatia, Nishwan., Elements of Banking and Insurance, Prentice Hall of India, New Delhi, 2016; (2) Mohapatra, S. R., Acharya, D., Banking and Insurance, Prentice Hall of India, New Delhi, 2017; (3) Prakash, N. R. M., Banking, Risk and Insurance Management, Vikas Publication, 2016; (4) Loomba, Jatinder., Risk Management and Insurance Planning, Prentice Hall of India, New Delhi, 2014; (5) Bessis, Joel., Risk Management in Banking, Wiley, Padstow, Cornwall, U.K., 2015; (6) Weert, F. D., Bank and Insurance Capital Management, Wiley, Padstow, Cornwall, U.K., 2011; (7) Shashidharan K. Kutty, Managing Life Insurance, PHI; O.P. Agarwal, Banking and Insurance, HPH.

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SPECIALIZATION: MARKETING MANAGEMENT (MM)
PAPER-II
MARKETING MANAGEMENT

Periods per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To familiarize and acquaint the student with understanding and application of marketing management concepts and marketing research tools and techniques.

UNIT - I: ORIENTATION OF MODERN MARKETING AND ANALYZING MARKET OPPORTUNITIES:

Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment. Role of Marketing in Corporate sector in Recent era: 4Ps & beyond, Marketing Challenges, Marketing information system and Marketing Research, Rural Marketing-Definition-Evolution-Characteristics of Indian Rural Market-Rural Marketing vs Urban Marketing-Differentiating urban and rural markets-Opportunities and Challenges in Indian Rural Markets. Strategic Planning in Marketing Management. - Digital Marketing

UNIT - II: SERVICE MARKETING:

Concepts, Characteristics and Classification. Marketing Mix for Services. Problems in marketing of Services. Marketing Strategies for Service Firms. A brief study of Specific Services.: Tourism, Hospitality, Banking and Insurance Services. Customer Evaluation of Service Quality: Gaps Model for improving the Quality of Service - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery. SERVQUAL - Service Recovery – Customer responses to service failures, Customer Recovery Expectations, Service Recovery Strategies; Service Guarantees. Service Blue printing; Physical Evidence – Services scape effects on behavior; Physical Evidence Strategy.

UNIT - III: MEASUREMENT PROCESS IN MARKETING RESEARCH:

Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability; Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications. Applied Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research. Customer Relationship Management – Components – Framework -Factors Influencing CRM -Use of Statistical Package for Social Sciences (SPSS) and other Statistical Packages in Marketing Research

UNIT – IV: SUPPLY CHAIN MANAGEMENT & RETAIL MARKETING:

Components of SCM, Physical Distribution System; Distribution Channels, Types & Functions, Selection, Cooperation and Conflict Management.

Retail Marketing: Retailing in India, Significance of retail industry, Marketing retail equations, new role of retailers, Indian retail scenario and its future prospects, Retail Formats and Theories, Theories of retail development, Concept of retail life cycle, Classification of retail stores, the role of franchising in retail. FDI in retail. Understanding the Retail Consumers: The factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer, the use of market research as a tool for understanding markets and consumers, Store Locations.

UNIT – V: EMERGING ISSUES IN MARKETING:

Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing; Mergers and Acquisitions: Regulatory Framework, Marketing Issues and Relevance in 21st century business Enterprises Competing through E-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy – Sustainability Practices in Marketing.

SUGGESTED READING:

1. Kotler Philip, Marketing Management, Prentice-Hall of India
2. Kotler Philip & Keller, Principles of Marketing, Prentice-Hall of India
3. Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd.
4. Philip Kotler, Kevin L. Keller, Abraham Koshi and Mithileshwar Jha, “Marketing Management: A South Asian Perspective”, Pearson Education.
5. David L. Kurtz and Louis E. Boone, “Principles of Marketing”, Cengage Learning.
6. K. Douglas Hoffman and John E. G. Bateson “Services Marketing”, Cengage Learning.
7. V. S. Ramaswamy and S. Namakumari, “Marketing Management: Global Perspective Indian Context”, Macmillan Publishing House.
8. Valarie Zeithaml, D D Gremler, et. al., Services Marketing, 4th Edition, TMH, New Delhi
9. Lovelock Christopher H. Managing Services: Marketing Operations and Human Resources, Englewood Cliffs, New Jersey, Prentice Hall Inc.
10. Rajendra Nargundkar, Services Marketing, TMH
11. R Srinivasan, Services Marketing, Indian Context, Prentice Hall
12. Ravi Sankar, Services Marketing, Excel Books, New Delhi
13. Hoff Man and Bateson, Marketing of Services, Cengage learning Ltd, New Delhi
14. James A Fitzmons & Mona J Fitzmons, Service Management: operation, Strategy, Information, Technology, 5th Edition, TMH, New Delhi

(Applicable to the batch of scholars admitted in the academic year 2022-2023 and onwards)

Ph. D. Course Work (Commerce)

BoS in COMMERCE, GCC

SPECIALIZATION: MANAGEMENT (MGT)
PAPER-II
MANAGEMENT

Periods per Week: 4

Max Marks: 100

Credits: 4

Duration of Exam: 3 Hours

Objective: To make the students apply the concepts and dimensions of management, organizational behaviour, human resource management, and industrial relations in managing organizations for effective performance.

UNIT-I: MANAGEMENT AND ORGANISATIONAL BEHAVIOUR:

Management: Concept and Foundations of Management, Evolution of Management Thoughts; Managerial Functions - Planning, Organizing, Controlling; Decision Making; Role of Manager, Managing in a global environment, Flexible Systems Management; Social Responsibility and Managerial Ethics; Process and customer orientation; Managerial processes on direct and indirect value chain.

Organizational Behaviour: (OB) – Features – Scope – Fundamentals - Concepts of OB – Challenges and opportunities for OB – Concept of Positive Organizational behavior. Organizational Effectiveness: Approaches – Factors Affecting Organizational Effectiveness

UNIT-II: MANAGING INDIVIDUAL AND GROUP BEHAVIOUR:

Conceptual model of organization behaviour; The individual processes- personality, values and attitude, perception, motivation, learning and reinforcement, work stress and stress management; Group Process – Fundamentals of Groups – Stages of Development- Important Factors influencing Team Effectiveness – Cohesiveness – Norms The dynamics of organizational behaviour- power and politics, conflict and negotiation, communication; The Organizational Processes - Networked and virtual organizations.

UNIT-III: HUMAN RESOURCE MANAGEMENT:

HR challenges; HRM functions; The future challenges of HRM; Strategic human resources Management; Human resource planning; Job Design Job analysis; Job evaluation; Recruitment and selection; Training and development; Promotion and transfer; Compensation management and benefits; Employee morale and productivity; Human resources accounting and audit; Human resource information system; International human resource management

UNIT-IV: MANAGING AND LEADING FOR HIGH PERFORMANCE:

High Performance Organisations- Motivation- Change and Development- Communication -Leadership. Career Planning and Development -Performance Management -Succession Planning- Managing Culture and Climate-Managing Diversity- Work Environment and Quality of Work Life - Knowledge Based Organisation- Learning Organisation-

UNIT-V: INDUSTRIAL RELATIONS:

Industrial Relations Systems – Grievances Meaning- and Grievance Redressal System Industrial Conflict- Industrial Disputes -Trade Unions: - Role of Trade Union in New Economy - Collective Bargaining: Types: Essential conditions for the success of Collective Bargaining. - Mechanism of settling disputes under the Industrial Dispute Act -Workers’ participation in management- A Critical analysis of labour reforms in India (This includes labor codes).

SUGGESTED READINGS:

1. Robins P. Stephen & Judge: Organizational Behavior, Pearson, New Delhi. 2. Greenberg and Baron: Behaviour in Organisation. 3. Daft: Organisation Theory and Design, Thomson. 4. Fred Luthans: Organizational Behavior, McGraw Hill, New Delhi. 5. Bohlander: Human Resource Management, Thomson. 6. David A. DeCenzo and Stephen P. Robins: Personnel/ Human Resource Management, PHI. 7. Biswajeet Pattanayak: Human Resource Management, PHI. 8. Sharma: Human Resource Management. 9. Mathis: Human Resource Management. 10. Sadri, Jayasree, Ajgaonkar: Geometry of HR, Himalaya. 11. Subba Rao P: Personnel and Human Resource Management, Himalaya. 12. VSP Rao, Human Resource Management, Vikas, 8. Gupta CB, Human Resource Management Sultan Chand & Son.

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**Government City College (Autonomous)
Hyderabad-500002**

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Department of English Govt City College(A)

PhD Coursework Syllabus (Effective from the 2022-23 batch)

Paper I: Research Methodology and Critical Approaches

Unit I Research Methodology

1. Goals, Reasons, and Range of Research
2. Kinds and Categories of Research
3. Ways, Tools, and Techniques of Research
4. Review of Literature, Sources of Info
5. Choosing a Topic and Preparing a Summary
6. Gathering, Studying, and Explaining Data
7. Research Question, Main Idea, Methods
8. Writing, Forming the Thesis, Citing Sources, and Avoiding Copying

Unit II Critical Approaches

1. Formal / New Critical Method
2. Myths / Story Pattern Method
3. Mind / Dream Analysis Method
4. Challenging Old Ideas / Deconstruction Method
5. Recent Historical / Cultural Studies Method
6. Postcolonial / Power and Knowledge Method
7. Women's / Gender Studies Method
8. Behavior Method
9. Mind-Thought Code Method
10. Natural / Speaking Method

Recommended Reading

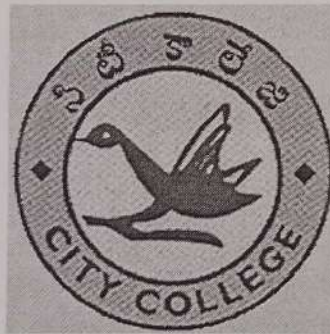
- Griffin, Em, et al. "An Introduction to Communication Theory." 9th ed., McGraw Hill, 2015.
- Wellek, René, and Austin Warren. "A Handbook of Critical Approaches to Literature." 6th ed., Oxford UP, 2010.
- Hauser, Marc D. "The Evolution of Communication." MIT Press, 1996.
- Leitch, Vincent B., et al. "The Johns Hopkins Guide to Literary Theory & Criticism." 2nd edition, Johns Hopkins UP, 2005.
- Leitch, Vincent B., et al. "The Norton Anthology of Theory and Criticism." 2nd edition, W.W. Norton & Company, 2010.
- MLA Handbook. 8th ed., Modern Language Association of America, 2016.
- Nichols, David. "Introduction to Scholarship in Modern Languages and Literatures." 3rd ed., Modern Language Association of America, 2007.
- Nunan, David. "Research Methods in Language Learning." Cambridge UP, 1992.
- Roper, Robert Dale. "How to Interpret Literature: Critical Theory for Literary and Cultural Studies." 3rd ed. Oxford UP, 2014.
- Scott, Wilbur S. "Five Approaches of Literary Criticism: An Arrangement of Contemporary Critical Essays." Macmillan, 1963.
- Seliger, Herbert W., and Shohamy, Elana. "Second Language Research Methods." Oxford UP, 1989.


Head & Chair Person
Department of English
Government City College
Hyderabad

M.Com. (CBCS)

(Applicable to the batch of students admitted in the academic year 2021-22 and onwards)

SYLLABUS



FACULTY OF COMMERCE

2022-2023

FOURTH SEMESTER									
17	Com:16 Core – I	Quantitative Techniques for Business Decisions	5	4	3 Hrs	15	5	80	100
18	Com:17 Core – II	Corporate Taxation and Planning	5	4	3 Hrs	15	5	80	100
19	Com:18 Core – III	Strategic Management	5	4	3 Hrs	15	5	80	100
20	Com:19 Elective-1:	Specialization **	5	5	3 Hrs	15	5	80	100
21	Com:20 Elective-II:	Specialization **	5	5	3 Hrs	15	5	80	100
22	Com: 21	Project Work	8	4		-	-	50VV+ 50D	100
	Seminar		2	1		-	-	25	25
	Total		35	27	-	75	25	525	625
	GRAND TOTAL		120	100	-	315	135	1850	2300

*25=15W+10PR

Inter Disciplinary (ID) Paper in Third Semester is offered to the Non-Commerce PG Students.

THWP= Teaching Hours Per Week; ESED=End-Semester Examination Duration; VV=Viva-Voce;

LPE=Lab Practical Examinations; D=Dissertation; T=Theory; P=Practical; W=Write-up;

PR=Presentation; DESE = Duration of End-Semester Examination.

****AREA OF SPECIALISATION**

Sl. No.	Specialization	Semester-I	Semester-II	Semester-III	Semester-IV
I	Finance (F)	(1) FM: Financial Management (2) IAS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) IFM: International Financial Management (6) SAPM: Security Analysis and Portfolio Management	(7) FS: Financial Services (8) FD: Financial Derivatives
II	Accounting (A)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) ACA: Advanced Corporate Accounting (6) FSA: Financial Statement Analysis	(7) ACAC: Advanced Cost Accounting and Control (8) M&A: Mergers & Acquisitions
III	Marketing (M)	(1) RM: Retail Marketing (2) ASM: Advertising & Sales Management	(3) CRE: Consumer Rights & Education (4) MR: Marketing Research	(5) SM: Services Marketing (6) CB: Consumer Behavior	(7) SCM&CRM: Supply Chain Management & Customer Relationship Management (8) IM: International Marketing

PROJECT GUIDELINES

The aim of the Project is to give an opportunity to students to learn independently and show that they can identify, define and analyze problems or issues and integrate knowledge in a business context. It reflects the ability of a student to understand and apply the theory, the concepts and the tools of analysis to a specific situation.

- 1) The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure or a combination of these aspects of business. The students are required to define an area of investigation, carve out research design, gather relevant data, analyze the data, draw conclusions and make recommendations. The project must be an original piece of work that will be undertaken in post-graduate study, over a period of two semesters.
- 2) The topic is to be selected carefully with the help of supervisor.
- 3) All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the Viva Voce Examination, before your project results are confirmed.
- 4) The supervisor's role is to appraise ideas and work of the student. Student must take overall responsibility for both the content of project and its management. This includes selection of an appropriate subject area (with the approval of the supervisor), setting up meetings with the supervisor, devising and keeping to a work schedule (to include contingency planning), and providing the supervisor with samples of your work.
- 5) The project reports would be examined by the external examiner and based on the report and Viva Voce examination conducted at the end of IV semester, a student will be awarded marks.
- 6) The External Examiners will examine the following in Project Report:
 - a) Literature Survey on the Topic Chosen.
 - b) Method of Data Collection.
 - c) Presentation – Style, Comprehensiveness, Table presentation, Graphs, Charts.
 - d) Analysis and inference and implication of the study.
 - e) Overall linkage between objectives, methodology, findings and suggestions.
 - f) Bibliography and References.

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GOVERNMENT CITY COLLEGE, HYDERABAD
(AUTONOMOUS)

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Hyderabad

Bachelor of Business Administration

**(CBCS)
SYLLABUS**



**DEPARTMENT OF
BUSINESS MANAGEMENT
2022-2023**

SEMESTER-VI

Course Code	Course Title	HPW	Credits	Exam Hrs.	Marks
ELS 6	English (First Language)	3	3	3 Hrs	80 U +20 I
SL 6	Second Language 6	3	3	3 Hrs	80 U +20 I
DSC601	a) Supply Chain Management b) Business Intelligence and Data Visualization	5	5	3 Hrs	80 U+20 I
DSE 602	A. Banking(F) B. Buyer Behavior (M) C. Leadership and Change Management (HR) D. Prescriptive Analytics (BA&S) * E. Global Retailing and Merchandizing (RM)	5	5	3 Hrs.	80 U +20 I
DSE 603	a) Insurance (F) b) Customer Relationship management (M) c) Compensation Management (HR) d) Financial Analytics /Marketing Analytics /HR Analytics (BA & S) * e) Retail Store operations and pricing (RM)	5	5	3 Hrs.	80 U +20 I
PR 601	Project Report		3		Grade
CV 601	Viva voce		1		Grade
	Total Semester Credits	21	25		
	Total All Semester Credits		150		

Electives

(F) Finance

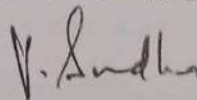
(M) Marketing

(HR) Human resource management

(BA & S) Business Analytics & System

The hours per week for (BA & S) Specialization shall be 4T+29 and Max marks shall be 60U+20P+20I

(RM) Retail Management




CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Myderabad-500 007, T.S., India.

COURSE NO.DSC-604

PROJECT REPORT AND VIVA-VOCE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

B.Com
(Computer Applications)
Syllabus (CBCS)

2022-2023

	course				
24.	DSC401	Income Tax	5	5	3 hrs 80U+20I
25.	DSC402	Business Statistics-II	5	5	3 hrs 80U+20I
26.	DSC403	Web Technologies	3T+4P	5	1 ½ hrs 50T+35P+15I
		Total	27	25	
SEMESTER - V					
27.	ELS5	English (First Language)	3	3	
28.	SLS5	Second Language	3	3	
29.	GE	a) Business Economics / b) Advanced Aspects of Income Tax	4	4	3 hrs 80U+20I
30.	DSE501	a) Cost Accounting/ b) Financial Planning & Performance/ c) International Financial Reporting-I	5	5	3 hrs 80U+20I
31.	DSE502	a) Computerized Accounting/ b) Financial Decision Making-II/ c) International Tax & Regulation	3T+4P/ 5	5	3 hrs 50T+35P + 15I/ 80U+20I
32.	DSE503	a) Management Information Systems/ b) Ecommerce/c) Mobile Applications	3T+4P	5	1 ½ hrs 50T+35P + 15I
		Total	29/27	25	
SEMESTER - VI					
33.	ELS6	English (First Language)	3	3	
34.	SLS6	Second Language	3	3	
35.	PR	Research Methodology and Project Report	2T+4R	4	1 ½ hrs 40U+10I 35R+15VV
36.	DSE601	a) Cost Control and Management Accounting/ b) Financial control/ c) International Financial Reporting-II	5	5	3 hrs 80U+20I
37.	DSE602	a) Theory and Practice of GST/ b) Financial Decision Making-II / c) International Auditing	3T+4P/ 5	5	3 hrs 50T+35P + 15I/ 80U+20I
38.	DSE603	a) Multimedia Systems/ b) Cyber Security/c) Data Analytics	3T+4P	5	1 ½ hrs 50T+35P + 15I
		Total	31/29	25	
		GRAND TOTAL	168/164	150	

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5	GE	1	4	4
6	Project Report	1	4	4
7	DSC	12	5	60
8	DSE	6	5	30
	TOTAL	40		150
	Commerce	24		106
CREDITS UNDER NON-CGPA		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

Paper PR : RESEARCH METHODOLOGY & PROJECT REPORT

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Meaning of Research-Steps involved- Identification of Problem- Steps involved in the selection of problem-Research Design-Meaning and Types- Measurement Levels/Scales - Scaling Techniques-Hypothesis-Meaning - Types - Testing Procedure.

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- 4) Students should get a certificate from the organization.
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- 6) Examiners will examine the following in the project report: i) Survey/Analysis on the topic chosen; ii) Method of data collection; iii) Presentation: Style, Comprehensiveness, graphs, charts etc.; iv) Analysis and inference and implications of the study; v) Bibliography.
- 7) Students must ensure that they maintain **regular contact with their supervisor** and also that they provide the supervisor with drafts of their work at regular intervals.
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B.Com (Foreign Trade)
Syllabus (CBCS)
(w.e.f. 2022-2023)



DEPARTMENT OF COMMERCE
GOVERNMENT CITY COLLEGE (A)
HYDERABAD - 500 002 T.S.

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- 1) Project should be typed on A4 white paper, and be 1.5 spaced.
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B.Com(Taxation)
Syllabus (CBCS)
(w.e.f. 2022-2023)



GOVERNMENT CITY COLLEGE (A)

DEPARTMENT OF COMMERCE

		Total	25	25		
		SEMESTER - V				
27.	ELS5	English (First Language)	3	3		
28.	SLS5	Second Language	3	3		
29.	GE	Business Economics	4	4	3 hrs	80U+20I
30.	DSE501	a) Cost Accounting/ b) Financial Planning & Performance/ c) International Financial Reporting-I	5	5	3 hrs	80U+20I
31.	DSE502	a) Computerized Accounting/ b) Financial Decision Making-I/ c) International Tax & Regulation	3T+4P/5	5	3 hrs	50T+35P + 15I/ 80U+20I
32.	DSE503	a) Tax Planning & Management / b) Advanced Corporate Accounting/ c) Financial Management	5	5	3 hrs	80U+20I
		Total	27/25	25		
		SEMESTER - VI				
a)	ELS6	English (First Language)	3	3		
b)	SLS6	Second Language	3	3		
c)	PR	Research Methodology and Project Report	2T+4R	4	1 ½ hrs	40U+10I 35R+15VV
d)	DSE601	a) Cost Control and Management Accounting/ b) Financial control/ c) International Financial Reporting-II	5	5	3 hrs	80U+20I
e)	DSE602	a) Theory and Practice of GST/ b) Financial Decision Making-II / c) International Auditing	3T+4P/5	5	3 hrs	50T+35P + 15I/ 80U+20I
f)	DSE603	a) International Tax & Regulation / b) Corporate Governance/ c) Investment Management	5	5	3 hrs	80U+20I
		Total	29/27	25		
		GRAND TOTAL	156/152	150		

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B.Com (Business Analytics)
Syllabus (CBCS)
(w.e.f. 2022-2023)



DEPARTMENT OF COMMERCE
GOVERNMENT CITY COLLEGE(A)
HYDERABAD - 500 002 T.S.

Dept. of Commerce

27.	ELS5	English (First Language)	3	3		
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32.	DSE503	a) Advanced Data Visualization / b) Advanced Corporate Accounting/ c) Financial Management	3T+4P/5	5	1 ½ hrs / 3 hrs	50T+35P+ 15I/ 80U+20I
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Dept. of Commerce

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Faculty of Commerce

25.	DSC402	Business Statistics-II	5	5	3 hrs	80U+20I
26.	DSC403	Corporate Accounting	5	5	3 hrs	80U+20I
		Total	25	25		
		SEMESTER - V				
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28.	SLS5	Second Language	3	3		
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30.	DSE501	a) Cost Accounting/ b) Financial Planning & Performance/ c) International Financial Reporting-I	5	5	3 hrs	80U+20I
31.	DSE502	a) Computerized Accounting/ b) Financial Decision Making-I/ c) International Tax & Regulation	3T+4P/5	5	3 hrs	50T+35P + 15I/ 80U+20I
32.	DSE503	a) Logistics Management/ b) Advanced Corporate Accounting/ c) Financial Management	5	5	3 hrs	80U+20I
		Total	27/25	25		
		SEMESTER - VI				
33.	ELS6	English (First Language)	3	3		
34.	SLS6	Second Language	3	3		
35.	PR	Research Methodology and Project Report	2T+4R	4	1 ½ hrs	40U+10I 35R+15VV
36.	DSE601	a) Cost Control and Management Accounting/ b) Financial control/ c) International Financial Reporting-II	5	5	3 hrs	80U+20I
37.	DSE602	a) Theory and Practice of GST/ b) Financial Decision Making-II / c) International Auditing	3T+4P/5	5	3 hrs	50T+35P + 15I/ 80U+20I
38.	DSE603	a) Cross-Cultural Consumer and Industrial Buyer Behaviour/ b) Corporate Governance/ c) Investment management	5	5	3 hrs	80U+20I
		Total	29/27	25		
		GRAND TOTAL	156/152	150		

ELS: English Language Skill; SLS: Second Language Skill; AEC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam U: University Exam; PR: Project Report; VV: Viva-Voce Examination.

Note: If a student should opt for "a" in SEC in III semester, the student has to opt for "a" only in IV semester and so is the case with "b" and "c". In the case of DSE also the rule applies.

SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	6	4/3	20
2	Second Language	6	4/3	20
3	AECC	2	2	4
4	SEC	4	2	8
5	GE	1	4	4
6	Project Report	1	4	4
7	DSC	12	5	60
8	DSE	6	5	30
	TOTAL	38		150
	Commerce	24		106
CREDITS UNDER NON-CGPA		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	