ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

BENGALURU
CITY UNIVERSITY

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrarbcu@gmail.com

No.BCU/Ph.D-Syllabus /**32**/2025-26   Date. 19.04.2025

NOTIFICATION

Sub: Commerce Ph.D Course Work   Syllabus of Bengaluru City University

Ref: 1. The recommendations of the Board of Studies in M.Com, PGDM & Ph.D (PG)

      2. Approval of the Vice-Chancellor dated.17.04.2025

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In pursuance to the recommendations of the Board of Studies in M.Com, PGDM & Ph.D (PG) and pending approval of the Academic Council, the Syllabus for Commerce Ph.D Course Work of Bengaluru City University with is hereby notified for information of the concerned. Effective from the academic year 2025-26

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.

REGISTRAR

To,

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BOS in M.Com, PGDM & Ph.D (PG), BCU.
3. The Principals of the concerned affiliated Colleges of BCU – through email.
4. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
5. Office copy / Guard file.

Bengaluru City University
Department of Commerce
Ph.D Commerce Course Work Syllabus

COURSEWORK

- All the provisionally registered candidates shall complete the course work in the University PG Department. The course work is mandatory and shall be treated as a prerequisite for Ph.D. preparation.

- Both the full-time and part-time candidates have to complete the course work in one semester, on a full-time basis.

- During course work, the candidates shall take papers I, II, III, IV complete the requirements of internal assessment/ attend the viva-voce examination work on the research proposal under the supervision of the research supervisor - all in one semester.

The Pattern of the Course Work:

The credit assigned to the Ph.D. course work shall be a minimum of 08 credits and maximum of 16 credits, as per UGC notification May 5, 2016, Clause 7.

The Pattern of Course Work for the Ph.D. Programme

Sl.No	Name of the Course	Contact Hours per Week and Exam Hours	Maximum Marks			Credits
			Continuous Assessment	Course-end Examination	Total	
01	Paper - I: Research Methodology	03	30	70	100	4
02	Paper - II: Cognate/ Core Subject	03	30	70	100	4
03	Paper - III: Field of Specialization	03	30	70	100	4
04	Research and Publication Ethics (RPE)	02	20	30	50	2
	Viva-Voce	-			50	2
	Total		110	240	400	16

- The course work for Ph.D. programme shall comprise of three papers of 100 marks each, viz., **Paper – I Research Methodology, Paper – II Cognate/core subjects and Paper – III Field of specialization and one paper of 50 Marks on Research and Publication Ethics (RPE).** In addition to this, a candidate shall also work to prepare the Research Proposal under the supervision of the research supervisor. There shall also be a comprehensive **viva-voce for 50 marks.** The internal/ continuous assessment will be 30 marks for each paper (internal assessment is divided as : Test for 20 marks and Assignment for 5 marks and Presentation for 5 marks) and 20 marks for Research and Publication Ethics (RPE)
- Papers–I and II are common for all the research candidates in a particular Department/ Subject/Discipline.
- Paper–III shall be in the relevant research topic of each research candidate working under a particular Research Supervisor.
- Paper IV Research and Publication Ethics (RPE) shall be according to the syllabus prescribed by the UGC.
- Paper I II and III shall have 48 contact hours, Research and Publication Ethics (RPE) shall have 30 contact hours. Classes for Papers – I, II and IV shall be arranged by the Chairperson of the University P.G Department, Paper – III by the concerned research supervisor. Both the full-time and part-time candidates shall attend a minimum of 75% of the classes in each paper, to be eligible to appear for the course-end examination.
- The candidates who fail to attend a minimum of 75% of the classes in each of the papers:
    1. Shall not be eligible to appear for the course-end examination.
    2. Shall not obtain the confirmation of registration for the Ph.D. programme.
    3. Such candidates shall be given only one more chance to attend the classes and complete the course work. This shall be done along with the Ph.D. candidates who are admitted in the next batch.
    4. If the candidate fails in this examination, the provisional Registration shall stand cancelled.

- Continuous assessment marks of the course work shall be awarded by the teachers for each paper based on the following criteria: (a) Review of Literature and Seminar - 10 marks, and (b) Tests - 20 marks
- The concerned Board of Studies (PG) shall prepare and approve the course inputs for each of the three papers.
- There shall be a Board of Examiners (Ph.D.) which will be constituted by the Registrar (Eval) based on the panel of examiners approved by the Board of Studies.

MINIMUM PASS MARKS AND SUPPLEMENTARY EXAMINATION FOR COURSE WORK

- Minimum for pass in each written paper shall be 50% in the course end examination and 55% in aggregate. This includes the course end examination marks, the viva voce examination marks and the continuous assessment marks. However, there shall be no minimum for viva-voce. But every candidate shall compulsorily attend the viva-voce examination which will be held in the University P.G. Department.
- The results shall be declared on the basis of the marks secured by the candidate in all the three papers, the internal/continuous assessment and viva-voce examination.
- Failed candidates shall be allowed to take only one supplementary examination within six months of their first examination. No further attempts will be allowed. In case the candidate fails even in the supplementary examination, the provisional registration will stand cancelled.

QUESTION PAPER PATTERN (70 MARKS PAPERS)

Section A

Answer 6 out of 8 questions; each question carries 5 marks (6x5=30)

Section B

Answer 4 out of 6 questions; each question carries 10 marks (4x10=40)

PAPER - 1
RESEARCH METHODOLOGY

Course Objectives

- To understand different research paradigms and their implications for research design;

- To critically evaluate research literature and methodologies;

- To impart research skills in data collection, analysis, and interpretation;

- To gain proficiency in advanced quantitative and qualitative research methods with multidisciplinary approach;

- To understand ethical issues in conducting research programme; and

- To communicate the value and worth of research findings effectively through academic writing.

Module 1: Introduction to Research Methodology

- Overview of Research

- Definition and significance of research in academia and industry parlance

- Research paradigms: Positivism, Interpretivism, Pragmatism, constructivism

- Types of research

- Research Design: components, types and significance

- Formulation of research problems and hypotheses.

Module 2: Literature Review and Theoretical Framework

- Systematic Review of Literature - Nature, Significance and Methodology

- Importance of literature review in social science research.

- How to conduct a comprehensive review.

- Reference and Citation management – Concepts, Importance and technology tools like Zotero, Mendeley, Endnote etc.

- Methods for synthesizing and critiquing literature.

- Identification of research gap, research issues, problem statement, variables (Independent, Dependent, latent and patent)

- Building a Theoretical Framework

- Conceptual vs. Theoretical framework.

- Using existing theories to guide research design and analysis.

- Use of Technological tools for literature survey.

4

Module 3: Qualitative Research Methods

- Qualitative Research Design

- Characteristics and methods: Case Studies, Ethnography, Grounded Theory, Phenomenology.

- Sampling techniques: Purposive, Snowball and theoretical sampling.

- Data Collection Techniques

- Interviews: Structured, Semi-Structured, and Unstructured.

- Focus groups.

- Participant observation and field notes.

- Data Analysis

- Coding and categorizing.

- Thematic analysis and content analysis.

- Software tools for qualitative analysis.

Module 4: Quantitative Research Methods

Quantitative Research Design

- Survey research design.

- Experimental and non-experimental designs.

Sampling Techniques

- Probability sampling: Simple random, Stratified, Cluster.

- Non-probability sampling: Convenience, Judgmental, Snowball.

- Sample size determination - Cochran's, Yamane, Malcolm model etc

Data Collection Tools

- Questionnaire, Schedule, Interview Schedule, Survey, design and validation.

- Scaling techniques (Likert, Semantic Differential, etc.).

Data Analysis Techniques

- Descriptive statistics: Mean, Median, Mode, Standard deviation etc.

- Inferential statistics: Hypothesis testing, T-tests, ANOVA, Chi-square etc.

- Correlation

- Regression analysis: Linear and multiple regression.

- Structural Equation Modeling (SEM).

- Software tools: SPSS, E-Views, R, STATA, AMOS, JAMOVI, JMP, JASP, Python and Gretl.

Module 5: Mixed-Methods Research

Introduction to Mixed-Methods

- Defining and justifying the use of mixed-methods research.
- Integration of qualitative and quantitative methods.

Design and Data Collection

- Typologies of mixed-methods research (convergent, explanatory, exploratory).
- Designing mixed-methods surveys and interviews.

Module 6: Advanced Research Topics

Advanced Data Analysis Techniques

- Multivariate analysis: Factor analysis, MANOVA.
- Latent Variable Models.
- Longitudinal data analysis.

Module 7: Academic Writing and Publication

Academic Writing Skills

- Structuring research papers: Abstract, Introduction, Literature Review, Methods, Results, Discussion, and Conclusion.
- Writing style: Clarity, conciseness, and coherence.

Writing a Research Proposal and Thesis

- Structuring a research proposal - APA and Harvard Business Review - template and framework.
- Drafting of thesis - Template and Framework

Publishing in Peer-Reviewed Journals

- Identifying target journals.
- Understanding the peer-review process.
- Ethical issues in publishing.

Recommended Reading:

1. Cooper and Schindler, Business Research Methods.
2. Creswell, J. W. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
3. Neuman, W. L. Social Research Methods: Qualitative and Quantitative Approaches. Pearson.
4. Bryman, A. Social Research Methods. Oxford University Press.
5. Flick, U. An Introduction to Qualitative Research. Sage Publications.
6. Field, A. Discovering Statistics Using SPSS. Sage Publications.
7. Kothari, C. R. Research Methodology: Methods and Techniques.
8. Krishnaswamy, O. R., & Ranganathan, M. Methodology of Research in Social Sciences.
9. Mishra, S. K., & Puri, V. K. Research Methods in Social Sciences.
10. Bajpai, N. Business Research Methods.
11. Sharma, R. R. Research Methods in Social Work.
12. Naresh Malhotra, Marketing Research.
13. Damodar Gujarati, Basic Econometrics.
14. University Grants Commission, ACADEMIC INTEGRITY AND RESEARCH QUALITY
15. University Grants Commission, GOOD ACADEMIC RESEARCH PRACTICES
16. National Academy of Sciences, Fostering Integrity in Research
17. Dilip Datta, Good Practices and Ethics in Research and Publication.

*Refer latest edition of above text and reference books

PAPER - 2
CORE SUBJECT – COMMERCE

Course Objectives
- To equip scholars with a deep understanding of contemporary business challenges and opportunities in a rapidly evolving global landscape.
- To develop advanced knowledge in specialized areas of commerce including finance, accounting, marketing, supply chain management, and human resource management.
- To foster critical thinking and analytical skills necessary for conducting rigorous research in commerce.
- To explore the impact of emerging technologies, sustainability concerns and ethical considerations on business practices, and
- To prepare scholars for leadership roles in academia, industry, and policy-making by enhancing their communication and decision-making abilities.
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Module 1 - Financial Markets & Fintech Innovations

- **Financial Markets & Investments.**
  - Theories of Investment - CAPM, Arbitrage Pricing Theory (APT), Behavioral Finance.
  - Impact of geopolitical risks on financial markets
  - Market micro structure - Algorithmic & High-Frequency Trading
  - ESG (Environmental, Social, and Governance) Investing & Sustainable Finance
  - Digital Assets: Crypto currency, Block chain, and Decentralized Finance (DeFi)
  - Impact of Artificial Intelligence in Investment Decision-Making
  - Financial modelling and simulation techniques
  - Risk management in the context of digital assets and DeFi
  - Web3, Metaverse and multiverse finance

- **Corporate Finance**
  - Financing Decisions -Capital Structure Theories :Walters model, Modigliani & Miller, Pecking Order Theory, Arbitrage and Hedging.
  - Investment Decisions- Long-term and Short-term Investment Decisions

- o Dividend Decisions- Dividend Policies and Theories
- o Corporate Restructuring
- **Banking & Financial Technologies**
- o Digital Banking Innovations - Neobanks, Open Banking & API Banking
- o Financial Inclusion through FinTech & Digital Payments
- o Banking Ecosystem
- o RegTech and SupTech in financial services
- o Risk Management in Banking - Credit Risk, Market Risk, Liquidity Risk and others.
- o **Module 2 - Accounting, Auditing and Taxation**
- o **Accounting**
- o Evolution of IFRS, Ind-AS, and Global Accounting Standards
- o Sustainability Accounting & Integrated Reporting (Triple Bottom Line)
- o Creative Accounting & Detection Models
- o Digital Transformation in Accounting: AI, Block chain ,Cloud Accounting and Cyber security in Financial Reporting
- o Strategic Cost Management -Activity-Based Costing (ABC) & Lean Accounting
- o Recent Trends in Accounting.
- o Forensic Accounting Techniques & Detection of Financial Frauds
- o Cyber security Risks in Accounting & Financial Data Protection
- o **Auditing**
- o Theoretical and Conceptual Foundations of Auditing in Social Science
- o The role of auditing in governance and accountability
- o Ethical dimensions of auditing in public and private sectors
- o Power dynamics and social control in auditing
- o Public Sector Auditing and Governance
- o The impact of government auditing on public financial management
- o Role of Supreme Audit Institutions in promoting transparency
- o Social and political implications of performance auditing
- o Citizen participation in public sector auditing
- **Taxation**
- o Direct Taxation - Tax Planning, Tax Avoidance, Evasion for all Assessee.
- o Indirect Taxation - GST Framework, Digital Taxation, Global Transfer Pricing.

- International Taxation - BEPS, Double Taxation Avoidance Agreements (DTAA)
- Tax implications of remote work and digital nomadism
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Module 3 - Supply Chain Management (SCM) & Logistics

- **Supply Chain & Logistics Theories**
- Supply Chain Models - SCOR, Agile vs. Lean Supply Chains
- Global Supply Chain Disruptions - Pandemic preparedness, Geopolitical Conflicts, & Natural Disasters
- Resilient & Sustainable Supply Chain Strategies-Circular economy and reverse logistics and others
- **Logistics & Transportation**
- Transportation Optimization: Air, Road, Rail & Maritime Logistics
- E-commerce Logistics & Last-Mile Delivery Innovations
- **Technology & Digital Transformation in SCM**
- AI, IoT, & Block chain in SCM,Predictive Analytics & Demand Forecasting in Supply Chains,Digital twins and simulation in supply chain management
- Warehouse Automation & Robotics in Inventory Management,Drone technology and autonomous vehicles in logistics

Module 4 - Marketing

- **Consumer Behaviour & Market Research**
- Social Media marketing , Neuro marketing & Behavioural Economics
- Consumer Sentiment Analysis , Predictive Analytics and Digital Consumer Psychology & Personalized Marketing
- **Digital**
- AI & Big Data in Digital Advertising
- Metaverse, Multiverse, Virtual & Augmented Reality (AR) and Web3
- **Emerging Trends in Marketing**
- Green & Sustainable Marketing Practices
- Retail Innovations: Omni channel Strategies, Virtual and Augmented Reality
- E-commerce, Quick Commerce & Mobile Commerce Growth Analysis

Module 5 - Human Resource Management (HRM) & Organizational Behaviour

- **Human Resource Management**
- Gig Economy & Workforce Flexibility

- Employee Engagement, Digital HR Transformation and cloud based HR Practices.
- AI & People Analytics in HR Decision-Making
- Learning & Development - Virtual Training, AI-powered Coaching
- Compensation Strategies - Pay Equity, Performance-Based Pay
- Diversity, Equity & Inclusion (DEI) and HR Compliance
- **Organizational Behaviour**
- Individual and Group management
- Leadership
- Organisation Culture and change management
- Conflict Management

Module 6 – Entrepreneurship

- Entrepreneurship & Start up Ecosystem
  - Lean Start ups, Business Model Innovation & Venture Capital
  - Social Entrepreneurship, sustainable start ups and Impact Investing
- Business Ethics, CSR & ESG Frameworks

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1. Financial Research & FinTech Innovations

Bodie, Z., Kane, A., & Marcus, A. J. (2021). *Investments* (12th ed.). McGraw-Hill.

Shiller, R. J. (2019). *Narrative Economics: How Stories Go Viral and Drive Major Economic Events*. Princeton University Press.

CFA Institute. (2023). *ESG Investing and Sustainable Finance Trends*. Retrieved from www.cfainstitute.org

Nakamoto, S. (2008). *Bitcoin: A Peer-to-Peer Electronic Cash System*. Retrieved from bitcoin.org

World Economic Forum. (2022). *The Future of Digital Assets: White Paper*. Retrieved from www.weforum.org

2. Advanced Accounting, Taxation & Forensic Audit

IFRS Foundation. (2023). *International Financial Reporting Standards (IFRS) Handbook 2023*. IFRS Foundation.

Rezaee, Z. (2018). *Financial Statement Fraud: Prevention and Detection* (2nd ed.). Wiley.

Gupta, K. (2022). *Taxation of Digital Economy: Challenges and Policy Responses*. Oxford University Press.

OECD. (2021). *Base Erosion and Profit Shifting (BEPS) Updates.* Retrieved from www.oecd.org

Albrecht, W. S., Albrecht, C. C., & Albrecht, C. O. (2019). *Fraud Examination* (6th ed.). Cengage Learning.

3. Supply Chain Management & Logistics

Chopra, S., & Meindl, P. (2023). *Supply Chain Management: Strategy, Planning, and Operation* (8th ed.). Pearson.

Christopher, M. (2020). *Logistics & Supply Chain Management* (6th ed.). Pearson.

Ivanov, D., Dolgui, A., & Sokolov, B. (2022). *Supply Chain Resilience: Managing Disruptions and Risk in the Era of AI and Digitalization.* Springer.

World Bank. (2022). *Global Logistics Performance Index Report.* Retrieved from www.worldbank.org

4. Marketing & Consumer Research

Kotler, P., & Keller, K. L. (2023). *Marketing Management* (16th ed.). Pearson.

Solomon, M. R. (2022). *Consumer Behavior: Buying, Having, and Being* (14th ed.). Pearson.

Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson.

HubSpot. (2023). *State of Social Media Marketing Report.* Retrieved from www.hubspot.com

5. Human Resource Management & Organizational Behaviour

Dessler, G. (2023). *Human Resource Management* (17th ed.). Pearson.

Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2022). *Fundamentals of Human Resource Management* (9th ed.). McGraw-Hill.

Harvard Business Review. (2023). *The Future of Work and Employee Experience.* Retrieved from www.hbr.org

Deloitte Insights. (2022). *2022 Global Human Capital Trends Report.* Retrieved from www2.deloitte.com

6. Entrepreneurship, Technology & Contemporary Business Issues

Blank, S., & Dorf, B. (2020). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company.* Wiley.

Ries, E. (2017). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.* Crown Business.

OECD. (2022). *Artificial Intelligence in Business and Finance: Policy Recommendations.* Retrieved from www.oecd.org

Schwab, K. (2017). *The Fourth Industrial Revolution.* World Economic Forum.

UN Global Compact. (2023). *Corporate Social Responsibility and ESG Trends Report.* Retrieved from www.unglobalcompact.org

प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary

D.O.No.F.1-1/2018(Journal/CARE)   December, 2019

Respected Sir/Madam,

University Grants Commission in its 543rd meeting held on 9th August, 2019 approved two Credit Courses for awareness about publication ethics and publication misconducts entitled **"Research and Publication Ethics (RPE)"** to be made compulsory for all Ph.D. students for pre-registration course work (**attached as Annexure**).

In view of the above, you are requested to ensure that the above two Credit courses may be made compulsory for all Ph.D. students for pre-registration course work undertaken in your University from the forthcoming academic session.

With regards,

Yours sincerely,

(Rajnish Jain)

TO THE VICE-CHANCELLORS OF ALL UNIVERSITIES

Course Title:

- **Research and Publication Ethics (RPE)**-Course for awareness about the publication ethics and publication misconducts.

Course Level:

- 2 Credit course (30 hrs.)

Eligibility:

- M.Phil., Ph.D. students and interested faculty members (It will be made available to post graduate students at later date)

Fees:

- As per University Rules

Faculty:

- Interdisciplinary Studies

Qualifications of faculty members of the course:

- Ph.D. in relevant subject areas having more than 10 years' of teaching experience

About the course

Course Code: CPE- RPE

Overview

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy:

- Class room teaching, guest lectures, group discussions, and practical sessions.

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Syllabus in detail

THEORY

- **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**

  1. Introduction to philosophy: definition, nature and scope, concept, branches
  2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

- **RPE 02: SCIENTIFICCONDUCT (5hrs.)**

  1. Ethics with respect to science and research
  2. Intellectual honesty and research integrity
  3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
  4. Redundant publications: duplicate and overlapping publications, salami slicing
  5. Selective reporting and misrepresentation of data

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**

  1. Publication ethics: definition, introduction and importance
  2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
  3. Conflicts of interest
  4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
  5. Violation of publication ethics, authorship and contributorship
  6. Identification of publication misconduct, complaints and appeals
  7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING(4 hrs.)**

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

• RPE 05: PUBLICATION MISCONDUCT (4hrs.)

A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open source software tools

• RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)

A. Databases (4 hrs.)
1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)
1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

References

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