

**Proposed Syllabus for Pre Ph D Coursework**

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**DOCTORATE OF PHILOSOPHY IN MANAGEMENT**

**(Ph.D)**

**(Syllabus)**

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## **I. OBJECTIVES**

The Department of Management Studies was established in 1988 responding to the changing and increasing needs for professional education and training in management. The Department prepares students to become effective managers in the new economic era. The emphasis is always on quality education and promoting a culture of enquiry and enterprise. The Department strives to carve out a niche for itself to be amongst the leading management schools in India. Keeping the importance of research in present scenario and to enhance the quality of research, this syllabus for the Pre-Ph.D. Course Work of Management Studies aims to facilitate the acquisition of specialized knowledge by inculcating the relevant attitudes and values required for undertaking quality research in business. The course shall also facilitate inculcation of relevant attitude and a sense of empowerment. It recognizes multiplicity in ways and means of knowledge-creation and its application.

## **II. OUTCOME**

The expected outcome of the syllabus is to equip students with advanced research skills to carry out empirical as well as conceptual research in the area of business.

### III. Pre Ph.D Program Structure

#### Program Structure

The schedule of papers prescribed for the coursework shall be as follows:

Papers		Total Marks	Credits
Paper No.	Title		
P101	Research Methodology	100	4
P102	Specialized Skill Development	100	4
Optional Papers		100	4
P103M	Marketing		
P103OB	OB And HRM		
P103 F	Finance		
Total		300	12

**\*Student has to choose one paper from the three optional papers currently offered by the department.**

#### **IV. Scheme of Examinations**

1. English shall be the medium of instruction and examination.
2. Examination shall be conducted at the end Semester as per the schedule notified by the university.
3. The question paper will have two sections. Section A will have ten compulsory short answer type questions of two marks each. Section B will have eight questions of sixteen marks each out of which five questions are to be answered. Maximum marks in each paper are 100 and minimum pass marks is 40. The student has to secure minimum 55% marks in aggregate to pass the course work.

#### **V. Pass Percentage & Promotion Criteria**

1. All Ph.D. scholars have to obtain a minimum of 55% of marks or its equivalent in the course work in order to be eligible to continue in the program leading to the completion of PhD thesis.
2. All research scholars admitted to Ph.D. Programme shall be required to complete the coursework within initial one or two semester. If the student is unable to qualify Pre- PhD course work successfully his/her admission will be cancelled automatically.

# Detailed Syllabus

## Course Work for Ph. D Students in Management

### Paper – P 101 Research Methodology

**Credits: 4**

**Course Objective:** *The course aims to equip the researcher with the tools and techniques as applied to business research.*

Meaning, Objective, Significance and Type of research, Selection and Formulation of Research Problems.

Hypothesis – Meaning and Characteristics of Working Hypotheses, Problem in formulating Hypothesis, Sources of Hypothesis. Origin of Hypothesis, Types and Significance of Hypotheses.

Research Design – Meaning, Objective and Content of Research Design, Types of Experimental research design, Collection of Primary data – Observation Method, Interview Method, Questionnaire Method and Scheduled Method.

Sampling Design: Sampling Methods and Technique, Sample size determination. Field work and data collection, Sampling and non-sampling errors, Data screening and editing.

Case Study Method – Its Characteristics Advantage and limitation, Preliminary data analysis, Descriptive and Inferential statistics- Major parametric and non-parametric tests, Analysis of variance, Correlation and regression analysis. T- Test and Z – Test .Processing of data - Analysis And Interpretation of data and Thesis Writing.

Ethical Issues in Research-Research Ethics, Approaches to research ethics, Desirable elements to ensure ethics in research, Important measures to make research more ethical.

### Suggested Readings

1. Creswell, J. (2008) Research design: qualitative, Quantitative and Mixed Method Approaches, 3<sup>rd</sup> edition; SAGE Publications
2. Kothari C.K. (2004) 2/e, Research Methodology - Methods and techniques (New Age international, New Delhi).
3. Donald R. Cooper, Pamela S. Schindler and J.K. Sharma, Business Research Methods, 11<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. Uma Sekaran and roger Bougie, research Methods for Business, 5<sup>th</sup> edition, Wiley India, New Delhi, 2012.
5. Krishnaswamy, K.N. Shivkumar, Appa Iyer and Mathiranjani M. (2006) Management Research Methodology , Integration of Principles, Methods and techniques (Pearson Education, New Delhi).

The concerned faculty will suggest books, journals and research papers keeping in view the relevance, contemporariness and research trends.

# Detailed Syllabus

## Course Work for Ph. D Students in Management

### Paper – P 102 Specialized Skill Development

**Credits: 4**

**Course Objective:** *The objective of this paper is to provide computing skills to the students and enable them to carry out data analysis and report writing efficiently and enable the students to carry out literature review.*

Introduction to computers, personnel computers and its main components, Modern information Technology – Basic idea of Local Area Network (LAN) and World Area Network (WAN), E – Mail, Application of internet technologies in research, Basic Knowledge of Computer Programming.

Word Processing – Introduction and working with MS word in MS office.

Spread Sheet – Working with Excel, formatting function, chart,

Presentation with Power Point Power point Basics, creating presentation with graphics, sound effects and animation effects.

Usage of statistical packages for analysis in research – SPSS, SYSTAT .

Literature Review – Need, Significance and Process of review of literature.

### Suggested Readings

1. Date C J An Introduction to Database systems – Addison Wesley, Massachusetts, 7<sup>th</sup> ed.
2. Mansfield Ron the Compact Guide to Ms Office, BPB Publication, Delhi.
3. Summer, M computer Concepts and Users, 2<sup>nd</sup> edition, Englewood Cliffs, New Jersey, Prentice Hall Inc.2004

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# Detailed Syllabus

## Course Work for Ph. D Students in Management

### Optional Area – Marketing

#### Paper – P 103 M

#### Credits: 4

**Course Objective:** *To enable scholars to gain insights into developments and issues related to researches in marketing. The objective of the Course is to facilitate the understanding of the conceptual framework of Marketing*

Concept and Philosophy of Marketing, Marketing Environment, Market Structure, Market Segmentation, Marketing Research Procedure, Marketing Mix – Product Design, PLC, Branding, Packaging, Labeling, Pricing – Methods, Strategies, Price Regulation, Promotion & Promotion Mix Elements  
Models of Consumer Behavior, Consumer Motivation, Perception & Learning, Attitude, Consumer Psychology, Consumer Behavior Audit, Sales Promotion Techniques Sakes Promotion Impact On Sales, Evaluation On Sales Promotion Experiment And Retails Promotion, International Marketing Mix, Tariff And Non-Tariff Barrier, Export Import Policy, Emergence Of Service Economy, Marketing Framework For Service Business And Challenges In Service Marketing, Relationship Marketing.

Advertising Process of Communication, DAGMAR Approach, Building of Advertising Programme, Campaign Planning, Media Planning And Evaluation.

Sales Force Recruitment, Selection, Training & Compensation, Developing and Managing Sales Evaluation Programme.

#### Suggested Reading

1. Kotler Philip, Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, Rawat Punns (2004)
2. Schiffman, L G and Kanuk L L, Consumer Behavior, 11<sup>th</sup> Edition PHI, New Delhi.
3. Belch, George E and Michael A, Introduction to Advertising and Promotion, Chicago, Irwin., Mc Graw –Hill; 10<sup>th</sup> Edition (2014)
4. Porter, M.E., Competitive Advantage Creating, Sustaining Superior Performance, New York, Free Press, Export Edition (2004)
5. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI, 4<sup>th</sup> ed
6. Levy, M. & Barton, A.W., Retailing Management, Irwin, London. Mcgraw hill Education; 8<sup>th</sup> edition (2017)

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# Detailed Syllabus

## Course Work for Ph. D Students in Management

### Paper – P 103 OB

#### Optional Area – OB And HRM

#### Credits: 4

**Course Objective:** *The course is to make the students familiar with various aspects of people management in organisations with research stand point..*

Managing HR in Globally Competitive Environment: International Dimensions of HRM, Diversity at Workplace, Cross Cultural Training.

Procuring HR: Job Analysis, HR Planning. Recruitment, Selection. Placement and Induction.

Maintaining HR: Performance Management. Training and Development, Career Planning and Management,

Researching HR: Conducting Employee Satisfaction/Happiness Survey, Employee Exit, Managing Quality of Work life. Human Resource Information System, Human Resource Audit

Labour Laws, Managing Industrial Relations, Industrial Psychology, Employee Discipline, Managing Workplace Safety and Health

Behaviour in Organizations: Managing Human Behaviour at Work, Communicating with People, Devising Motivational Strategies for Managing Performance and Productivity, Involving and Empowering Employees, Evolving and Sustaining Organizational Culture, Managing Change.

#### Suggested Reading

1. Aswathappa, K., Human Resource Management: Text and Cases by McGraw Hill, Seventh Edition (2013)
2. Fisher, Schoenfeldt and Shaw, Human Resource Management by Cengage Learning HoughtonMifflin; 6<sup>th</sup> edition (2005)
3. Haldar, U. K. and Juthika Sarkar, Human Resource Management by Oxford University Press, (2012)
4. Mamoria, C. B., Industrial Relations by Himalaya Publishing House (2010)
5. Mutsuddi Indranil, Essentials of Human Resource Management by New Age International Pvt. Ltd; First edition (2010)
6. Stephen P. Robbins, Organizational Behaviour by Prentice Hall India, Pearson:12 th Edition (2007)

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# Detailed Syllabus

## Course Work for Ph. D Students in Management

### Paper – P103 F

#### Optional Area – Finance

#### Credits: 4

**Course Objective:** *To acquaint the students with the empirical evidence on various issues in Finance, to prepare the students apply various concepts and theories in finance and equip them to identify research gaps and develop a framework for research in finance. The emphasis must be on reading and understanding of seminal as well as applied research papers which have provided empirical evidence on various issues and puzzles in finance.*

Understanding the financial statement; techniques of financial statement analysis;

Goals of Financial Management; Capital Budgeting Techniques; Cost of Capital; Capital structure Decision; working Capital Management;

Structure of Indian Financial System; Money Market and Capital Market; Financial Services and Regulatory Mechanism of Financial Services;

Fundamental and Technical analysis; Portfolio Risk & Return, Single Index Model; Capital Assets Pricing Model, Arbitrage Pricing Model.

Behavioural Finance- various behavioural biases, issues in Behavioral Finance and empirical evidence. Contemporary issues in Finance.

#### Suggested Reading

1. I M Pandey, Financial Management, 11/e Vikash Publication House Pvt. Ltd., New Delhi.
2. V.K. Bhalla, Financial Management and Policy Anmol Publications Pvt. Ltd 2006. New Delhi.
3. Brealey, Richard A and Myers Stewart C., Principles of Corporate Finance, 10<sup>th</sup> edition, Tata McGraw Hill Publishing Company Ltd. , New Delhi.
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India Ltd.13<sup>th</sup> Edition, (2008), New Delhi.
5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hill Publishing Company Ltd.8<sup>th</sup> Edition(2013) , New Delhi.
6. Introduction to Financial Accountings- Charles. T Horngren, Gary L. Sundem & John A. Elliott,11<sup>th</sup> Edition (2013) Pearson Education, Asia.
7. Advance Accountancy- R.L. Gupta & M. Radhaswami, Sultan Chand & Sons, 17<sup>th</sup> Edition,2014 New Delhi.
8. Needless, Belverd, etc. Financial and Management Accounting, 5<sup>th</sup> edition,(2000)Boston, Houghton, Mifflin Company

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