

SYLLABI
OF
PhD (Management Studies)



DEPARTMENT OF MANAGEMENT STUDIES

**J.C. BOSE UNIVERSITY OF SCIENCE &
TECHNOLOGY, YMCA, FARIDABAD**

PHD – 100A
RESEARCH METHODOLOGY
PhD (Common Subject)

No. of Credits: 4	Sessional:	25 Marks
L T P Total	Theory:	75 Marks
4 0 0 4	Total:	100 Marks
	Duration of Exam:	3 Hours

Course Objectives:

- Understand research process in order to plan a research proposal
- Learn methods to devise and design a research set-up
- Plan and perform data collection methods and its analysis
- Conclude research in report writing

Course Outcomes: The research scholar shall be able to

- CO1 Plan a research proposal and design the research.
- CO2 Collect data through experiments or surveys as per research requirement.
- CO3 Understand and apply sampling and sampling distributions.
- CO4 Understand and perform quantitative and qualitative data analysis.
- CO5 Write research report with proper citations.

Unit 1 Introduction to Research: Definition, need and purpose of research, types of research, research process, approaches to research, planning a research proposal, literature review.

Unit 2 Measurement Scales: Indexes vs. Scales, Types of Scale, construction of Scale, Bogardus social distance scale, Thurstone Scale, Likert Scale, Semantic Differential Scale, Guttman Scale.

Unit 3 Data Collection Methods: Experiments and Surveys, Experiments: Classical Experiments, Independent & Dependent Variables, Pre Testing & Post Testing, Double Blind Experiment, Subject Selection, Variation on Experiment Design. Survey Research: Topics appropriate for survey research, Guidelines for asking questions, Questionnaire Construction, Strengths & Weakness of Survey Research,

Types of Surveys.

Unit 4 Sampling: Types of sampling methods: Non Probability Sampling, Probability Sampling, Theory & Logic of Probability Sampling, Sampling Distributions & Estimates of Sampling Error.

Unit 5 Data Analysis: Qualitative v/s Quantitative data analysis, Qualitative Data Analysis: Discovering Patterns, Grounded Theory Method, Semiotics, Conversation Analysis, Qualitative Data Processing. Quantitative Data Analysis: Quantification of Data, Univariate Analysis, Bivariate Analysis, Multivariate Analysis, Regression Analysis, Description Analysis. Hypothesis. Multiple Attribute Decision Making.

Unit 6 Report Writing, Ethical Issues and Outcomes: Report Preparation, Structure of Report, Report Writing Skills, Citations, Research Papers, Intellectual Property Rights, Plagiarism, Patent, Commercialization, Ethical Issues.

References:

1. Research Methodology by R. Panneerselvam, 2nd Ed. PHI
2. Research Methodology by C.R. Kothari & Gaurav Garg, 3rd Ed. New Age Publishers
3. Research Methodology and Scientific Writing by C. George Thomas, Ane Books
4. The practice of social research by Earl Babbie, 14th Ed. Cengage
5. Multiple Attribute Decision Making, Gwo-Hshiung Tzeng and Jih-Jeng Huang, CRC Press

PH.D./FM/01
FINANCIAL MANAGEMENT

No. of Credits: 4	Sessional:	25 Marks
L T P Total	Theory:	75 Marks
4 0 0 4	Total:	100 Marks
	Duration of Exam:	3 Hours

Unit 1 Nature & scope of financial management, Capital budgeting decisions; Risk analysis in capital budgeting and long term & short term sources of finance. Capital structure- theories and factors, Cost of capital.

Unit 2 Working capital management- determinants and financing. Cash management; inventory management; receivables management. Dividend Policies- theories and determinants.

Unit 3 Understanding financial statements and analysis thereof. Valuation concepts- risk & return ; Valuation of securities; Pricing theories- Capital asset pricing model and Arbitrage pricing theory.

Unit 4 Various elements of derivatives, Corporate risk management, Mergers and acquisitions. International financial Management.

Suggested Readings:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Horne, James C., Financial Management and Policy, Prentice Hall of India.
6. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi
7. Khan, M.Y : Indian Financial System, Tata McGraw Hill, Delhi
8. Bhole, L M: Financial Markets and Institutions, Tata McGraw Hill, Delhi

Ph.D./HRM/01

HUMAN RESOURCE MANAGEMENT

No. of Credits: 4	Sessional:	25 Marks
L T P Total	Theory:	75 Marks
4 0 0 4	Total:	100 Marks
	Duration of Exam:	3 Hours

Unit 1 An overview to Human Resource Management: Introduction, evolution, significance and challenges; Influences on the approach of HRM; Strategic importance of management of human resources. Personnel Management vs HRM, Strategic HR vs. traditional HR

Unit 2 Human Resource Planning: Balance in demand and supply of human resources, Relevance of forecasting techniques; Job Design and Analysis; Recruitment, Selection, Career planning, succession planning, socialization and induction of new employees. Job evaluation and compensation management. Training and development

Unit 3 Collective bargaining and industrial relations. Trade Unions - Purpose, functions A Brief to Settlement Machinery for Industrial Disputes: Conciliation, Arbitration & Adjudication. Laws related to Dispute Settlement. Employee Welfare, and its related laws.

Unit 4 Organisational change and development. Performance appraisal: process and different methods; Employee motivation; Human Resource information System. Human Resource accounting and audit. Employee Stock Option Plan. International Human Resources Management and its relevant differences as compared to Indian HRM. Contemporary Issues in HRM.

Suggested Readings

1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill. New Delhi, 1997.
2. De Cenzo, DA& Robbins S P. Human Resource Management. 5th ed., New York, JohnWiley, 1994.
3. Monappa,A&Saiyadain M. Personnel Management. 2nd., New Delhi, Tata Mc-Graw-Hill, 1966.
4. Gary Dessler, Human Resource Management, PHI, 1998.
5. Tanuja Agarwala, Strategic Human Resource Management, Oxford University Press 2007

Ph.D./MM/01
MARKETING MANAGEMENT

No. of Credits: 4	Sessional:	25 Marks
L T P Total	Theory:	75 Marks
4 0 0 4	Total:	100 Marks
	Duration of Exam:	3 Hours

Unit 1 Marketing-Concept; Nature and Scope; Marketing Myopia; Different environments and their influences on marketing; Role and relevance of Segmentation ,Targeting and Positioning ; Static and Dynamic understanding of BCG Matrix; Product Life Cycle; Brand- Meaning and Role; Brand building strategies

Unit 2 Product- stages in New Product Development; PLC; Pricing strategies; Distribution channel hierarchy; Types of Wholesaling and Retailing; Promotion Mix- Role and Relevance of advertising; Sales Promotion-Media planning and management; Public Relations- Concept and Relevance

Unit 3 Marketing Research-Sources of information; Data collection; Basic tools used in data analysis; Structuring a research report, Use of internet as a medium of marketing; Managerial issues in reaching consumers/organisation through internet

Unit 4 Simplified model of consumer Behaviour and its relevance to marketing managers; Sales Function- Role of technology in automation of sales function; Customer Relationship Management

Suggested Readings

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Ramaswamy, V.S and Namakumari, S. (2009) Marketing Management: Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd., New Delhi
3. Etzel, M., Walker, B., Stanton, W. and Pandit, A (2009) Marketing Management, Tata McGrawHill, New Delhi