



UTTARANCHAL
UNIVERSITY

UTTARANCHAL UNIVERSITY

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun,
Uttarakhand-248007, INDIA

Detailed Course Structure & Syllabus of

**Pre Ph.D. (Management)
Course Work
(As per CBCS system)**

Session: 2019-20 (Even Semester)



Course Structure & Syllabus of Pre Ph.D. (Management)
Session: 2019-20 (Even Semester)

EVALUATION SCHEME
Pre Ph.D. (Management)
Course Work

Course Structure & Syllabus of Pre Ph.D. (Management)
Session: 2019-20 (Even Semester)

Scheme of Pre-Ph.D. Course Work

S. No	Course Code	Course Name	Credits	Evaluation - Scheme								
				Period			Sessional			Examination		
				L	T	P	CT-I	CT-II	Total	ESE	Sub. Total	
1.	RM-101	Research Methodology & Computer Application	5	4	1	0	20	20	40	60	100	
2.	MG-102	Discipline Specific Electives (Management)	5	4	1	0	20	20	40	60	100	
3.	RLS-103	Review of Literature & Seminar Presentation	5	0	0	10	20	20	40	60	100	
4.	RPE-104	Research & Publication Ethics	2	2	0	0	20	20	40	60	100	
Total			17	10	2	10	80	80	160	240	400	

List of Electives

S. No.	Course Code	Course Name
1	MG-102 (i)	Finance Management
2	MG -102 (ii)	Human Resource Management
3	MG -102 (iii)	Marketing Management



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RM 101: RESEARCH METHODOLOGY

Course Objectives:

1. To Equip the Students with the Concept and Methodology of Research.
2. To provide knowledge about type of research, preparation of reports and thesis, designing of Research using Scientific Methods like statistical methods and computer skills.

UNIT-I

Introduction to Research: Definition, Nature and significance, Role and Objectives; Types of Research, Doctrinal and non-doctrinal research methods; Scientific Research Process: Overview, Problem identification and formulation of research statement. Types and nature of various research design, Research design decisions, Types and nature of various research designs. Structures of experimental research designs.

UNIT-II

Data Collection: sources of secondary data methods of primary data collection: personal interview, questionnaire method, observation method questionnaire Vs. schedules; Data Processing: Editing, Coding Organization and Presentation; Attitude Measurement and scaling: Measurement Scales, Sources of Errors in Measurement, Techniques of Developing Measurement Tools, Classification and Testing (Reliability, Verification and Validity) Scales, Designing Questionnaires. Data collection methods in qualitative research.

UNIT-III

Sampling, Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions: Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors. Sampling design process. Sample size determination, Sampling design process, Sample size determination.

UNIT-IV

Statistical Tools / Methods for research – Univariate and Bivariate Analysis. Hypothesis and Hypothesis Testing: Parametric & Non-Parametric Tests, Use of Various Statistical Tools on

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SPSS F-Test, t-Test, z-Test, ANOVA, Kruskal-Wallis Test, Chi Square Test, Run Test, Wilcoxon's signed rank test, Man Whitney's U-test, K-S median test.

UNIT-V

Interpretations and Report Writing: Meaning, Techniques, Precautions and Significance of Report Writing & interpretation, Precautions in Writing Research Reports. Limitations of RM: Ethics in Research, Philosophical Issues in Research. Use of skills of Internet for Research Work and Exploring Various Websites and Search Engines for Collecting Quality Literature Review and Secondary Data.

Text Readings:

1. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.
3. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
4. Naresh Malhotra, Marketing Research : An Applied Orientation, Pearson publication David Nachmias and Chava Nachmias, "Research Methods in the Social Sciences", New York: St.Marlia's Press.
5. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.



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MG-102 (i)-FINANCE

Course Objectives:

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 of 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.

UNIT I

Corporate Finance: - Capital Budgeting Decision, practice and empirical evidence. Corporate Financing Decision, practice and empirical evidence regarding pecking order, signalling, asymmetric information, taxes and emerging theories of capital structure. Dividend Decision- theories, policies, practice and empirical evidence regarding Signalling hypothesis, effect of asymmetric information etc., Factors affecting capital structure choice (Micro factors like Size, Profitability, Liquidity, Tangibility, Corporate Governance etc. and Macro factors like Tax rates, Economic policies, Capital market conditions etc.), Working Capital Management, Mergers & Acquisitions and other forms of corporate restructuring- research issues and empirical evidence.

UNIT II

Financial System- Markets and Institutions: Financial system- Research issues and empirical evidence. Banking- Efficiency, regulation, crisis and empirical evidence. Securities Markets. Derivatives Market. Bond market: Research issues and empirical evidence.

UNIT III

Investment Management: Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis- empirical evidence and research issues. Asset pricing- Capital Asset Pricing Model and Non-Standard forms of CAPM- testing methodologies and empirical



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evidence. Empirical evidence on various stock market anomalies (such as Size Effect, Value Effect, Prior Return Effect, Seasonality Effect etc.).

UNIT IV

Multinational Financial Management: Its organization, Opportunities and challenges of Multinational Corporations; Foreign Exchange Markets: Spot market, Forward market. Mechanism of foreign exchange management, Derivatives: forwards, futures, options, swaps.

UNIT V

Contemporary Issues in Finance: - Contemporary issues in all areas of finance such as— Financial crisis management, volatility spill over across financial markets, financial market integration, real options, socially responsible investing (SRI), ethical investing, financial modelling etc). Research papers dealing with contemporary issues should be discussed.

Text Books: -

1. Dhmiya Sanjay. *Financial Accounting for Managers*, Pearson.
2. Atkinson Anthony & Kaplan Robert. *Management Accounting*, Pearson.
3. Khan and Jain. *Management Accounting*, Tata McGraw Hill.
4. Pandey, I.M. *Management Accounting*, Vikas Publishing

Reference Books:

1. Maheshwari S.N & Maheshwari S K. *A Text Book of Accounting for Management*. Vikas.
2. Gupta Ambrish. *Financial Accounting: A Managerial Perspective*. Prentice Hall.
3. Mukherjee. *Financial Accounting for Management*, TMH.



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MG-102 (ii)-HUMAN RESOURCE MANAGEMENT

Course Objectives:

1. To provide the knowledge of techniques and concepts of HRM related to research.
2. To enhance the analytical skills and latest policies and practices through Human Resource Research.

UNIT-I

Introduction to Human Resource Management: Evolution of HRM, Concept, Objectives and Function of HRM, Qualities and Roles of HR Manager, Emerging Challenges of Human Resource Management.

UNIT-II

Acquisition of Human Resource Management: Job Analysis: Job Description and Job Specification. Methods of job analysis, Human Resource Planning: Purpose and Process, Recruitment and Selection: Source of Recruitment, Stages in Selection Process and techniques, Training: Training Needs, Training Methods.

UNIT-III

Performance Appraisal and Employee Mobility: Concept, objective and Process of Performance Appraisal, Techniques of Performance Appraisal, Mobility - Promotion, Transfer, Separation: Lay-Off, Retrenchment, Voluntary Retirement Scheme.

UNIT-IV

Compensation Management: Concept, Importance, Components of Compensation, factors Influencing compensation level, Job evaluation Process; Fringe Benefits, Incentive and its types.

UNIT-V

Industrial Relations: Concept and Significance of Industrial Relations. Three parties to IR, Trade Union concept objective its importance, Employees' Grievance redressal, Industrial Disputes Causes and Settlement machinery.



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Reference Books:

1. Ivansevich. *Human Resource Management*, TMH.
2. Mathis, Robert L & Jackson, John H. *Human Resource Management*, South Western College Publishing.
3. Muller Camen, & Croucher Leigh. *Human Resource Management: A case study approach*, Jaico Publishing House.
4. DeCenzo David & Robbins Stephen. *Personnel/ Human Resource Management*, Prentice Hall.

Text Books:

1. Aswathappa, K. *Human Resource and Personnel Management*, TMH.
2. Rao, VSP. *Human Resource Management: Text and Cases*, Excel Books.
3. Khanka S.S. *Human Resource Management*, S. Chand



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MG-102 (iii)-MARKETING MANAGEMENT

Course Objectives:

The objective of this course is to enable the scholars to gain the insights to marketing, consumer behaviour, service marketing and market research. To enable them to identify research problem by exploring emerging areas of research in marketing.

UNIT I

Introduction to Marketing: Introduction to Marketing, Core Marketing Concepts, Scope and Importance of Marketing, Marketing Vs Selling, Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analysing Market Environment, Marketing Challenges, Strategic Planning in Marketing Management, Marketing Planning Process, Marketing Mix; New Product Development, Product Life Cycle, Product Mix decisions, Branding, Packaging, Labelling and pricing

UNIT II

Consumer Behaviour: Nature, Importance and Scope of Consumer Behaviour, Types of Buying Behavior, Market Segmentation, Basis of Segmentation, Targeting & Positioning, Consumer Research, Consumer Decision-Making Process, Family Buying Behaviour, Post purchase behaviour, Consumer behaviour models, Consumer Motivation, Consumer Learning, Personality, Self-concept, Perception, Consumer Satisfaction

UNIT III

Marketing of Services: Nature of Marketing of Services, Classification of services, Characteristics of services, Services v/s Physical Goods, Different types of service Attributes, Service Marketing Mix, Service product, 'People' Element in Services, Service Quality, Applications of Marketing of Services: Financial sector, IT, Tourism, Travel, Hospital, Education, Banking, Telecom, Transport.



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UNIT IV

Marketing Research: Marketing Research: Need for market research, types of marketing research, stages of marketing research, Research Methods in Marketing – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.

UNIT V

Emerging issues in Marketing: Green marketing, Rural and agricultural Marketing, Social Marketing, Network Marketing, Viral and Buzz Marketing, Cause Related Marketing, Event Marketing, Nucleus Marketing, Neuro-Marketing, International Marketing, Guerrilla marketing, Digital marketing, Holistic Marketing, Entrepreneurial Marketing.

Suggested Readings:

1. Kotler, P. and Armstrong, G. (2015). *Principles of Marketing*. New Delhi: Pearson Education.
2. Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., 3rd Edition.
3. Schiffman L.G., Kanuk, L.L & Kumar, S.R. Consumer Behavior, Pearson.
4. Kazmi & Batra, Consumer Behaviour, Excel books
5. Srinivasan, R. Services Marketing, PHI Learning
6. Lovelock, C.H Service Marketing, TMH
7. Naresh K. Malhotra, Essentials of Marketing Research, Pearson



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RLS-103: REVIEW OF LITERATURE AND SEMINAR PRESENTATION

Course Objectives:

Main objective of this course is to develop presentation skills in the scholars and knowledge about review of literature so that they can review properly in the concerned field.

Review of Literature and Seminar

Presentation-Candidate/Research Scholar has to go through the review of literature in the concerned field of research. Review of literature guidelines will be given by the concerned faculty/Dean of Department/School/College. Research Scholar has to give prepare presentation on review of literature in the concerned field/ topic assigned by the department (DRC) periodically during course work.

There will be minimum three presentations of review of literature during pre-Ph. D course work. Final presentation would be required at the time of end term/semester examination on proposed synopsis. General guidelines would be issued by Dean-Research for seminar presentation.



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RPE-104: RESEARCH PUBLICATION & ETHICS

Course Objectives-

Its objective is to provide knowledge about ethics and code of research publication with concept of plagiarism.

Unit 1: Philosophy and Ethics

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

Unit 2: Scientific conduct

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

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 behaviour and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals



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7. Predatory publishers and journals

Practice

Open Access Publishing

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.