



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 (Odd Semester)



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

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

Course Structure & Syllabus of Pre Ph.D. (Management)
Session: 2019-20 (Odd 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	7	6	1	0	20	20	40	60	100
2.	MG-102	Discipline Specific Electives (Management)	7	6	1	0	20	20	40	60	100
3.	RLS-103	Review of Literature & Seminar Presentation	6	0	0	10	20	20	40	60	100
Total			20	12	2	10	60	60	120	180	300

List of Electives

S. No.	Course Code	Course Name
1	MG-102 (i)	Fundamental of Management
2	MG-102 (ii)	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 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 Internet for Research Work and



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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)-FUNDAMENTAL OF MANAGEMENT

Course Objectives:

This course intends to make the researchers aware of the fundamental principles of management which are essential on the part of the researcher to know during his Research in any Area of the Management.

UNIT-I

Fundamentals- Processes and Scope of Management, Universality of Management Principles, Management as A Profession. **Management Thought-** Bureaucracy, Scientific Management, Administrative Theory, Behavioural Approach, System Approach, Contingency Approach, and Modern Management Thought.

UNIT-II

Planning and Organising - Importance of Planning, Barriers to Effective Planning, Steps in Planning Process, Principles of Organising, Organization Theory, Forecasting and Decision Making. **Leading**-Concept of Leading, Leadership Theories and Leadership Development **Controlling**-Importance of Control, Control Mechanisms and Effective Control System, Resistance to Control System, Overcoming Resistance to Control.

UNIT-III

Management of Change-Learning Organisations, Planned Change, Forces for Change, Process of Planned Change, Responses to Change, Resistance to Change, Reengineering in Organisations. Organisational Development and OD Interventions. **Ethics and Values**- Business Ethics, Determinants of Ethics, Ethical Guidelines for Managers, Values, Value System of Managers.



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UNIT-IV

Corporate Social Responsibilities –An Account of Social Responsibility Activities Undertaken by the Indian Corporate Houses. **Management Information System**-Need for MIS, Designing MIS, Guidelines for Effective Design, Problems With MIS.

UNIT-V

Conflict Management-Positive and Negative Conflict, Changing Scenario of Conflict, Conflict and Organisational Performance, Types of Conflict, Conflict Management Strategies. Work-Life Balance, 360 Degree Feedback, HR Scorecard, Emotional Intelligence, Performance Management, Talent Management, Transactional Analysis, Competency Mapping, Quality Circle, Empowerment, TQM, Six Sigma, JIT. **Job Stress**—Sources of Stress, Occupational Stress, Causes of Occupational Stress, Management of Stress.

References:

1. Stoner, Freeman and Gilbert Jr. (2002). Management. *Prentice Hall of India*, New Delhi.
2. Certo, Samuel (2003). Modern Management. *Pearson Education*, New Delhi.
3. Terry and Franklin (2002). Principles of Management. *AITBS*, New Delhi.
4. Prasad L.M., (2004) Principles of Management, New Delhi, S. Chand & Sons
5. Koontz O'Donell, and Wechrich, H, (1995) Management, 10th edition, New York, McGraw Hills,
6. Robbins, S.P., (1996) Organizational Behaviour, 7th edition, New Delhi, PHI, 1996
7. Suri R. K. and Sanjeev Verma, (2002) Principles of Management, Kitab Mahal, Allahabad
8. V.S.P. Rao. Management, Excel Books



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MG-102 (ii)- 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

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.



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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.