

UTTARANCHAL UNIVERSITY

Pre Ph.D. (Management)



UTTARANCHAL
UNIVERSITY

Course Structure for Pre Ph.D. (Management) Course Work (As per CBCS system) Session 2020-21

Approved by the Academic Council meeting held on

Structure of the Pre-Ph.D(Management) Course Work:

The Course Work shall consist of four subjects of total 16(5+5+4+2) Credit with the following scheme pattern

Scheme of Pre-Ph.D. Course Work

S.N o	Course Code	Subject	Credits	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	CT- I	CT-II	Total	ESE	Sub. Total
Courses											
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	4	0	0	10	20	20	40	60	100
4.	RPE-104	Research & Publication Ethics	2	2	0	0	20	20	40	60	100
		Total	16	10	2	10	80	80	160	240	400

Discipline Specific Electives (DSE):- Any one has to be opted by the scholar or any course from PG level may be opted with the approval of Departmental Research Committee/RDC.

Electives are-

MG-102 (i)-FINANCE

MG-102 (ii)-HUMAN RESOURCE MANAGEMENT

MG-102 (iii)-MARKETING MANAGEMENT

Detailed Syllabus

RM 101: Research Methodology

Code	Course Name	Credit	L	T	P	CT-1	CT-II	CT-To tal	ESE	G. Total
RM-101	Research Methodology & Computer Application	5	4	1	0	20	20	40	60	100

Course Objective:

The Objectives of the Courses

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.

Contents:

UNIT-I

Introduction to Research: Definition, Nature and significance, Role and Objectives; Types of Research: exploratory, descriptive, experimental and diagnostic research, social and legal research and traditional, analytical, empirical & fundamental research, Doctrinal and non-doctrinal research methods; Various Research Designs; Scientific Research Process: Overview, Problem identification and formulation of research statement.

UNIT-II

Data Collection: sources, primary and secondary methods, significance of Primary and Secondary Data, 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 and Interviews.

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.

UNIT-IV

Statistical Tools / Methods for research – Univariate and Bivariate Analysis. Hypothesis and Hypothesis Testing: Parametric & Non-Parametric Tests, Correlation and Regression, U Test, Mean Deviation & Standard Deviation, Concept of Permutation, Combination & Probability, Chi Square Test, T-Test.

UNIT-V

Interpretations and Report Writing: Meaning of Interpretation, Techniques of Interpretation, Precautions in Interpretation, Significance of Report Writing, Steps in Report Writing, Layout of Report and Precautions in Writing Research Reports. Limitations of RM: Ethics in Research, Philosophical Issues in Research.

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 ChavaNachmias, “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.
 6. Bhattacharya, D. K. (2004) Research Methodology, New Delhi, Excel Books.
 7. Brymann, Alan and Carmer, D. (1995) Qualitative data analysis for social scientist, New York, Routledge Publication.

Discipline Specific Electives for Management (DSE)

Code	Course Name	Credit	L	T	P	CT-1	CT-II	CT-To tal	ESE	G. Total
MG-102	DSE	5	4	1	0	20	20	40	60	100

One to be opted

MG-102 (i)-FINANCE

MG-102 (ii)-HUMAN RESOURCE MANAGEMENT

MG-102 (iii)-MARKETING MANAGEMENT

MG-102 (i)-FINANCE

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 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.

Course Contents:

Unit I- Corporate Finance:- Capital Budgeting Decision, practice and empirical evidence. Corporate Financing Decision, practice and empirical evidence regarding packing order, signalling, asymmetric information, effect of 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 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.

MG-102 (ii)-HUMAN RESOURCE MANAGEMENT

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.

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

MG-102 (iii)-MARKETING MANAGEMENT

Course Objectives: The objective of the 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.

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

RLS-103: Review of Literature and Seminar Presentation

Code	Course Name	Credit	L	T	P	CT-1	CT-II	CT-To tal	ESE	G. Total
RLS10 3	Review of Literature and Seminar Presentation	4	0	0	10	20	20	40	60	100

Objective- 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 for utilisation in their research work.

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 prepare presentation on review of literature in the concerned field/ topic assigned by the department (DRC) periodically during course work. There will be minimum 3 presentations of review of literature during pre-Ph.D course work.

- First presentation will be required in DRC/FRC for review of literature with concerned Department focus on area of research. It will be evaluated and assessment sheet will be sent from Department to Dean Research & Studies office.
- Similarly second presentation will be required by research scholar with extension of first presentation and more number of references would be added.

Final presentation would be required at the time of end term/sem examination on proposed synopsis. General guidelines would be issued by Dean-Research for seminar presentation.

For Internal & end semester examination marks will be as per scheme. Each presentation is to be assessed for 10 marks in department.

RPE-104: Research Publication & Ethics

Code	Course Name	Credit	L	T	P	CT-1	CT-II	CT-To tal	ESE	G. Total
RPE-1 04	Research & Publication Ethics	2	2	0	0	20	20	40	60	100

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

Theory

Unit 1: 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

Unit 2: Scientific conduct (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 behaviour 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

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.