

DEPARTMENT OF MANAGEMENT

Ph.D Course Work Syllabus

Sl.No.	Course code	Course title	Credits
1	MGT-RS-C101	Research Methodology and IT	4
2	MGT-RS-C102	Preparation of Research Proposal and Seminar	4
3	MGT-RS-E103	Emerging Areas in Human Resource Management and Organizational Behaviour	4
4	MGT-RS-E104	Emerging Areas in Marketing	4
5	MGT-RS-E105	Emerging Areas in Accounting & Finance	4
6	MGT-RS-E106	Emerging Areas in Management	4

MGT-RS-C101

Research Methodology and IT

Credits: 4

Objective: The objective of the course is to enable students to understand the methods of research & IT applications in research and apply the knowledge and skills in pursuing research

Unit: I Introduction

Meaning & Definitions; Concepts-Constructs & Variables; Objectives of Research; Types of Research; Research Approaches-Quantitative & Qualitative; Sources of knowledge, Research Process, Research Problem-Identification and Defining (procedure), Review of Literature, objectives & Hypothesis formulation, Research Design-components; Preparation of research proposal; Criteria of good research; Problems Encountered by Researchers.

Unit II: Research Design & Sampling Design

Research Design: Meaning, Features, Concepts, Types-Descriptive, Exploratory & Experimental.

Sampling Design: Concept of Universe & sample, steps in sampling design, Types of sampling designs- Probability and Non- Probability, Characteristics of good sampling design, sampling errors, Data Collection Sources-Primary & Secondary, Methods of collecting data- Observation, Interview, Schedules, and Questionnaire – Design, development and validation & other methods; Measurement & scaling techniques; Sample size determination.

Unit III: Data Analysis

Data Processing preparation: Editing, Coding, classification & tabulation; Statistical tools for Data analysis-Univariate, Bi-Variate & Multivariate analysis; inferential statistics-Point & interval estimation, Tests of hypothesis: Parametric- z test, t test, f test& ANOVA, Non-parametric tests-Sign test, Wilcoxon Signed Rank test, Wald-Wolfowitz test, Kruskal-Wallis H Test, Mann Whitney U Test & Chi-square test; Interpretation of Statistical Results.

Advanced Data Analysis Techniques: Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling.

Unit IV: Report writing & Computer Applications in Research

Research Report Writing: Steps in writing report, layout of research report, types, precautions, Presentation of research report

Application of MS-Office: MS-Word-Formatting, Referencing, Citation; MS-Excel-Data entry, Analysis, graphical presentation; and MS-Power Point for presentation-preparation of slides, Designs & animation.

Use of SPSS and other statistical software for data Analysis.

Suggested Readings:

1. Alan, B. & Bell. E. (2011). *Business Research Methods*. Toronto: Oxford University Press.
2. Donald, R. C. and Schindler, P.S. (2013). *Business Research Methods*. New Delhi: Tata McGraw- Hill.
3. Kothari, C.R. (2014). *Research Methodology: Methods and Techniques*. New Delhi: New Age Publishers.
4. Bajpai, N. (2011). *Business Research Methods*. New Delhi: Pearson Education.
5. Murthy, S. N. & Bhojnana, U. (2010). *Business Research Methods*. New Delhi: Excel Books.
6. Sekaran, U. & Bougie, R.J. (2013). *Research Methods for Business*. New Jersey: Willey Publications.
7. Panneerselvam, R. (2014). *Research Methodology*. New Delhi: Prentice Hall of India.
8. Gravetter, F.J. (2016). *Research Methods for the Behaviourial Sciences*. Australia: Cengage Learning.

MGT-RS-C102

Preparation of Research Proposal and Seminar

Credits: 4

For this paper students will have to review literature in an area of research, prepare a research proposal and present the same before the faculty members at the end of the semester. The selection of problem and preparation of the proposal will be in consultation with faculty members in the department.

MGT-RS-E103

Emerging Areas in Human Resource Management and Organizational Behaviour

Credits: 4

Objective: The objective of the course is to enable the scholar to explore emerging areas in HRM and OB that will facilitate in choosing an appropriate topic for research and understand the theoretical backdrop of his/her area of research.

Unit I: Paradigm Shift in HR

Human Resource Management, Changes in Emphasis from Personnel to Human Resources Management and Human Capital Management, Strategic HRM, Changes in HR functions, Social media in HR functions, Talent Management – The Changing dynamics of talent acquisition, talent development and talent retention

Unit II: Performance Management and Development

Performance management, Balanced scorecard, Competency mapping, Succession planning, Compensation and Reward management, Training and Development and Organizational Outcomes, Career planning and development, Leadership development, Human Resources Development

Unit III: Organizational Behaviour

Personality, Emerging HR practices and Employee perception, Motivation, Employee job satisfaction, commitment and intention to stay, Work-life balance, Employee Engagement, Employee empowerment, Employee welfare, Employee value proposition, Emotional intelligence, Work stress, Employee flexibility

Unit IV: Organizational Dynamics and Challenges of HRM & IR

Organizational Culture, HRIS, Change management, Global HRM, Current Challenges of HRM, Cross Cultural Management, Work-force diversity, Employer branding, Team and organizational effectiveness, Trade union, Worker's participation in Management, Collective Bargaining, Discipline, Grievance Redressal

Suggested Readings:

1. Robbins, S.P., Sanghi, S. & Judge, T. A. (2015). *Organizational Behavior*. New Delhi: Pearson Education.
2. Luthans, F. (2010). *Organizational Behaviour*. New Delhi: Tata McGraw-Hill.
3. Dessler, G. (2015). *Human Resource Management*. New Delhi: Pearson Education.
4. Rao, N.S. (2017). *Compensation System and Performance Management*. New Delhi: Himalaya Publishing House.
5. Mead, R. (2015). *International Management-Cross cultural Dimension*. UK: Blackwell.
6. Henry, L. Maznevski, J. and Dietz. (2009). *International Management Behavior: Leading with a Global Mindset*, Chichester, UK: Wiley.

7. Snell & Bohlander (2013). *Human Resource Management*. Nashville, TN: South Western.
8. Rao, T.V. (2017). *Performance Management: Toward Organizational Excellence*. New Delhi: Sage Publishers.

MGT-RS-E104
Emerging Areas in Marketing

Credits: 4

Objective: The objective of the course is to enable the scholar to explore emerging areas in Marketing that will facilitate in choosing an appropriate topic for research and understand the theoretical backdrop of his/her area of research.

Unit I: Marketing Management

Emerging issues related to New Product Development, Pricing, and Channels of Distribution

Unit II: Integrated Marketing Communication

Online Advertising, Publicity, Sales Promotion, Personal Selling, Internet Marketing, Public relation. Marketing through Social Media, Marketing Technology, Marketing Data and Analytics

Unit III: Social Marketing

Emerging areas in social marketing like financial products, health, etc.

Unit IV: Other Emerging issues in Marketing

Consumerism and consumer movement, consumer protection legislations. Rural and agricultural Marketing, Guerilla marketing, Viral and Buzz Marketing. Marketing of Services, Customer Relationship Marketing, International Marketing

Suggested Readings:

1. Kotler, P. (2015). *Marketing Management, Analysis, Planning, Implementations and Control*. New Delhi: Pearson Education.
2. Stanton William, J. (2015). *Fundamentals of Marketing*. New Delhi: Mc Graw- Hill.
3. Kotler, P. and Armstrong, G. (2015). *Principles of Marketing*. New Delhi: Pearson Education.
4. Ramaswamy, V.S. & Namakumari, S. (2007). *Marketing Management: Planning, Implementation and Control*. New Delhi: Macmillan India Ltd.
5. Etzel, M.J., Walker, B.J. and Stanton, W.J. (2007). *Marketing concept & Cases special Indian Edition*. New Delhi: Tata McGraw- Hill.
6. Carthy, M. and Perreault (2009). *Basic Marketing: A Global Marketing Approach*, New Delhi: Tata McGraw- Hill.
7. Kurtz, D.L. and Boone, L.E. (2007). *Principles of Marketing*. New Delhi: Thomson publishers.

MGT-RS-E105
Emerging Areas in Accounting & Finance

Credits: 4

Objective: The objective of the course is to enable the scholar to explore emerging areas in Accounting & Finance that will facilitate in choosing an appropriate topic for research and understand the theoretical backdrop of his/her area of research.

Unit I: Emerging issues in Accounting

Environment- National Accounts-Importance of National Resource and Environment, Sustainable Development, Origin and Development of Environmental Accounting, Natural Resource and Environmental Accounting in other countries; Forensic Accounting; Carbon accounting; Green finance; Crowd funding

Unit II: Corporate Valuation

Reasons for valuation of business enterprise, Different approaches to enterprise valuation, Market related valuation-at replacement cost and realizable value, future cash flows, market capitalization, economic value added approach.

Unit III: Financial Engineering

Meaning, Benchmarking practices, Innovative sources of finance: Off balance sheet financing, Versatile bonds, Junk bonds, Vendor finance, Co-operative federation. Funding strategies, monitoring and assessment. Programs and policies to reward various stakeholders.

Unit IV: Commercial Banking and Emerging Issues in Finance

Management of assets and liabilities- Effect of RBI policies on the operations commercial banks, Recent reforms in Banking sector, Recovery of debts, Calculation of EMIs, Emerging trends in banking like e banking, mobile banking, credit banking.

Behavioural Finance, Infrastructure Finance, Micro Finance, Econometrics, Indexing & Rating

Suggested Readings:

1. Horngren. T. Charles, Sundem. L. G.,Schatzberg. O. J.& Burgstahler, D. (2013). *Introduction to Management Accounting*. New Delhi: Pearson Education.
2. Goyal.S.N & Manmohan (1998).*Principles of Management Accounting*. Agra: Sahitya Bhavan.
3. Bhole.M.L & Mahakud, J. (2009). *Financial Institutions & Markets*. New Delhi: McGraw-Hill Education.
4. Khan.Y.M (2013). *Indian Financial System*. New Delhi: McGraw- Hill Education.
5. Hull.C.John (2014). *Futures and Options and Other Derivatives*. New Delhi: Pearson Education.

MGT-RS-E106
Emerging Areas in Management

Credits: 4

Objective: The objective of the course is to enable the scholar to explore emerging areas in Management that will facilitate in choosing an appropriate topic for research and understand the theoretical backdrop of his/her area of research.

Unit I: Ethics

Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics Ethical dilemma faced by managers, Need for Corporate social responsibility, Corporate governance: Recommendations of Kumar Mangalam Birla committee, Recommendations of Narayan Murthy committee.

Unit II: Supply Chain Management & Quality Issues

Vendor management, Purchasing and other related issues, Distribution Management, Relationship with dealers, ISO 9000, Reengineering, Baldrige Award. Six Sigma-Definition, Approaches for Six Sigma, Steps of Six Sigma DMAIC, Steps of Six Sigma DMADV, Types of Six Sigma Belts, Benefits of Six Sigma.

Unit III: Public Systems Management

Emerging Areas in Indian Economy, Public Administration: Constitutional provisions; Administrative Systems – Civil Service – Policy formation, Implementation and Stake holder participation; Managerial Orientation to the evaluation of State-Centre Relations. Public Enterprises: Kinds, Classification, Strengths and Corrective actions; Trade Unions and Structural Adjustment; Indian Planning Process – An Appraisal.

Unit IV: Entrepreneurship & E Governance

Social Entrepreneurship, Women Entrepreneurship, Agricultural Entrepreneurship, E-Governance – MIS & Information Technology

Suggested Readings:

1. Everette, E. A. & Ronald, J. E. (2000). *Production and Operations Management*. New Delhi: Prentice-Hall.
2. Chary, S.N. (2012). *Production and Operations Management*. New Delhi: Tata McGraw-Hill.
3. Hill, T. & Hill, Alex (2012). *Operations Management*. UK: Palgrave.
4. Iyer. S.S. (2002). *Managing for Values*. New Delhi: New Age International Publications
5. Bhatia, S.K.(2007). *Business Ethics and Managerial Values*. New Delhi: Tata McGraw-Hill.
6. Mathur U.C. (2007). *Corporate Governance and Business Ethics*. New Delhi: Mc Millan.
7. Desai, V. (2013). *Project Management*. New Delhi: Himalaya Publishing House.
8. Poornima, C. (2011). *Entrepreneurship Development - Small Business Enterprises*. New Delhi: Pearson.