

SYLLABUS FOR Ph.D

PAPER-I : RESEARCH METHODOLOGY-THEORY

UNIT-I

Research: Meaning – Purpose- Types of research-significance of research in social and business sciences.

UNIT-II

Steps in Research: Identification, selection and formulation of research problem- Research questions-Research design- Formulation of hypothesis- Review of literature.

UNIT-III

Sampling Technique: Sampling theory-Types of sampling-Steps in sampling- Sampling and Non-sampling error-Sample size –Advantages and limitations of sampling.

UNIT-IV

Data for Research: Primary data-Meaning-Collection methods-Observation – Interview-Questionnaire-Schedule-Pretest-Pilot study –Experimental and case studies- Secondary data- Meaning – Relevance, limitations and cautions.

UNIT-V

Processing Data: Checking- Editing-Coding- transcriptions and Tabulation- Data analysis- Meaning and methods- Quantitative and Qualitative analysis.

UNIT-VI

Structuring the Report: Chapter format- Pagination- Identification- Using quotations- Presenting footnotes – abbreviations- Presentation of tables and figures- Referencing- Documentation-Use and format of appendices- Indexing.

UNIT-VII

Research Report: Types of reports-Contents-Styles of reporting- Steps in drafting reports-Editing the final draft-Evaluating the final draft.

PAPER-II : METHODS OF RESEARCH-II –TECHNIQUES

UNIT I

Statistics in Research: Specific applications of measures of Central tendency, Dispersion, Skewness and Kurtosis in research.

UNIT II

Measures of Relationship: Correlation – Simple, Partial and multiple- Regression- Simple and multiple-Association of Attributes – applications in research.

UNIT III

Hypothesis Testing and estimation: Fundamentals of hypothesis testing-Standard error-point and interval estimates-Important non-parametric tests: Sign, Run Kruskal-Wallis tests and Mann – Whitney test.

UNIT IV

Parametric Tests: Testing of significance mean, proportion, variance and correlation- Testing for significance of difference between means, proportions, variances and correlation coefficients.

UNIT V

ANOVA and Chi-Square Tests: One-way and two-way ANOVA – Latin Square tests for association and goodness of fit.

UNIT VI

Measurement in Research: Measurement scales – Tests of good measurement- construction of Likert and Semantic Differential scales-Source of errors in measurement- Scale validation.

PAPER III: RESEARCH FOR BUSINESS DECISIONS

Unit I

Business Decisions: Concepts and process _ Research as a decision support system- Component business research dimensions- environmental research- Research on functional areas- Institutions research in the context of liberalization, privatization and globalization.

Unit II

Research and Marketing Decisions : New product development research- Research on brand equity and preferences- Research on pricing strategies-Research on distribution channels-Research on media effectiveness – Research on consumer behavior – Research on market segmentation – Research on export marketing information system.

Unit III

Research for personnel Decisions: Research on effectiveness of different sources of recruitment and training – Research on leadership: Traits, style and effectiveness- Research on employee motivation, absenteeism, job satisfaction, welfare measures, quality of work life and participation in management-Research on personnel information system.

Unit IV

Research for Organizational Decisions: Research on organizational issue, like climate, culture, creativity, change development and excellence.

Unit V

Research for Capital Market Decisions: Research for primary market – Trend and determinants – Research on secondary market: Trends, volatility and determinants- Research on performance of mutual funds- Research on investor behavior and protection- Research on global capital market instruments and institutions- Research on capital market information system.

Unit VI

Research for Financial Decisions: Research on cost of capital and capital structure- Research on risk-return-patterns of projects – Research on working capital management – Research on credit management – Research on financial information system.

Unit VII

Research on Business Strategies: Strategic alliances and divorces – Mergers and acquisitions – Disinvestment – Reorganizations – Reengineering – Corporate governance – Ethics- Social responsibility.