

Approved by Academic Council - in its 8th Meeting
held on 14 Nov, 2017, has approved vide Resolution No.-17

SYLLABUS

Doctor of Philosophy (Ph. D) in Management



Session-2017-18

BOS held on 11-11-2017

**DEPARTMENT OF MANAGEMENT
Faculty of Commerce and Management**

**Chaudhary Ranbir Singh University, Jind Pin – 126102
Haryana**

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DEPARTMENT OF MANAGEMENT
Faculty of Commerce and Management
CHAUDHARY RANBIR SINGH UNIVERSITY
JIND

SCHEME OF EXAMINATION

Max. Marks: 100

End Semester Exam/ Theory: 80 Marks

Time: 3 Hours

Internal Assessment: 20 Marks (Division of marks as given below)

- (i) One class test for each theory paper (One hour duration): 10 Marks
- (ii) One assignment for each theory paper: 5 Marks
- (iii) Attendance: 5 Marks

Marks of attendance will be given as under:

- (a) 91% onwards: 5 Marks
- (b) 81% to 90%: 4 Marks
- (c) 75% to 80%: 3 Marks
- (d) 70% to 74%: 2 Marks
- (e) 65% to 69%: 1 Marks

***Passing marks 40% in both internal and external separately**

Paper	Marks
Paper I: Business Research Methods	100 Marks (80+20)
Paper II: Optional paper (any one)	100 Marks (80+20)
a) Contemporary Issues in Marketing and International Business	
b) Contemporary Issues in Accounting and Finance	
c) Contemporary Issues in Organizational Behaviour and Human Resource Management	
Paper III: Literature Review (Based on Relevant Specialization)	100 Marks (50+50)

Paper I: Business Research Methods

- UNIT 1: Introduction to Business Research:** The Research Process, Research Design: Qualitative Research, Observation Studies; Problem Definition, Research Proposal.
- UNIT 2: Measurement, Data Collection, and Sampling:** Measurement: An overview, Measurement Scales; Sources of Data: Secondary Information, Methods of Collecting Primary Data, Questionnaire Design; Sampling Design and Methods.
- UNIT 3: Data Analysis:** Basic Data Analysis: Descriptive Statistics; Univariate Statistics, Bivariate Analysis: Test of Differences, Measures of Association; Multivariate Analysis: Multiple Regression, MANOVA, Factor Analysis, Cluster Analysis.
- UNIT 4: Statistical and Research Applications of Computer:** Application of Spreadsheet, SPSS, E-Views and R.
- UNIT 5: Ethics in Research:** Concept and Significance of Ethic; Deception, Informed Consent, Debriefing the Participants, Right to Privacy; Plagiarism: Meaning, Scope, and Consequences.

Suggested Readings:

1. Donald R Cooper, Pamela S Schindler and J K Sharma (2013) *Business Research Methods*, 11th Ed., Tata Mc Graw Hill.
2. Mark N K, Saunders; Philip Lewis and Andrew Thomhill (2014), *Research Methods for Business Students*, 5th Ed. (Pearson Education).
3. Uma Sekharan and Roger Bougie (2013), *Research Methods for Business: A Skill Building Approach*, 5th Ed. (Wiley India).
4. C.B. Smith, *Guide to Business Research* (Chicago: Nelson Hall).
5. Easter Smith, R. Thorpe, and A. Love (2002), *Management Research: An Introduction*, 2nd Ed. (Sage: London).
6. Fred N.Karlinger (1986) *Foundations of Behavioural Research*, 3rd Ed. (New York: Holt, Rinehart and Winston)
7. Kate Turabian, *A Manual for Writers of Research Papers, Theses and Dissertations* (University of Chicago)
8. Lawrence A Machi and Brenda T. McEvoy (2009), *The Literature Review*, Corwin Press (Sage Company), thousand Oaks, CA (USA).
9. Naresh K. Malhotra and Satya Bhushan Das (2015), *Marketing Research: An Applied Orientation*, 7th Ed., Person Education.

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**Paper II: Contemporary Issues in Management – Consist of Three
(03) Optional Papers (any one of the following)**

- a) *Contemporary Issues in Marketing and International Business*
- b) *Contemporary Issues in Accounting and Finance*
- c) *Contemporary Issues in Organizational Behaviour and Human Resource Management*

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Paper (a): Contemporary Issues in Marketing and International Business

UNIT 1: Marketing: Genesis and Evolution of the Marketing Concept, Marketing Environment in India, Segmentation, Targeting and Positioning.

UNIT 2: Product Life Cycle, Brand Management, New Product Development, Consumer Adoption Process, Pricing Strategies, Distribution Logistics & Supply Chain Management.

UNIT 3: Green marketing, event marketing, non profit marketing sector, celebrity endorsement, media management, ethics in marketing, marketing in service sector.

UNIT 4: E-Commerce and Marketing Practices, Internet Marketing, Marketing through Mobile Application, Marketing through Social Media, Application of Database in Marketing, Rural Marketing.

UNIT 5: International Business & Significance of International Business Environment, Comparative Environmental framework, Theories and Institutions of Trade and Investment.

. Suggested Readings:

1. Kotler, Philips, P, Keller and Kavin Lane , 2017, Marketing Management – A South Asian Perspective, 15th Edition, Person Education, Delhi.
2. Czinkota, M.R., Kolabe, M., 2009, Marketing Management, 2e/ Indian edition, Cengage Learning, Delhi.
3. Napier, H.A., et-al., 2007, Creating A Winning E-Business, 2/e, Cengage Learning.
4. Kotabe, M. et. al., 2010, International Marketing: An Asia Pacific Focus, 2/e, Wiley-India Publication, UK.
5. Levy, M, Wietz, B.A. and Pandit, A., 2008, Retailing Management, 6/e, McGraw Hill Pub., Delhi.
6. Charles W L Hill and Arun Kumar Jain, International Business, Pearson Education.
7. Badi V Ravindranata and Badi V Narayansa, 2015, Rural Marketing, Himalya Publishing House.
8. M K Vinita, Sak and Shaw J John, 2009, International Markets Analysis and Strategy, PHI.
9. Gilbert David, 2009, Retail Marketing Management, Pearson Education

Paper (b): Contemporary Issues in Accounting and Finance

UNIT 1: Accounting: Conceptual Framework, Generally Accepted Accounting Principles (GAAP), International Financial Reporting Standards (IFRS), Accounting Standards in India, Financial Statement Analysis.

UNIT 2: Financial Markets: Types of Markets, Financial Instruments, Financial Services, Leasing, Hire Purchase, Housing Finance, Insurance, Primary and Secondary Market, Operations of a Stock and Commodities Exchange.

UNIT 3: Security Analysis and Portfolio Management: Analysis of Securities, Efficient Market Hypothesis (EMH), Capital Asset Pricing Model (CAPM), Empirical Evidences of Indian Capital Market Research.

UNIT 4: Derivatives Market: Concepts and Types of Derivatives, Pricing and Valuations, Option Pricing and Valuation, Stock Index Future, Future and Option Trading in a Stock, Currency and Interest Rate Instruments, Empirical Evidences.

UNIT 5: Financial Management: Finance Function in Contemporary World. Financing of Business, Venture Capital, Private Equity, Micro Finance, Working Capital Financing. Behavioural Finance, Digital Payment System and less Cash Economy. GST: Major Issues.

Suggested Readings:

1. Pandey I M - Financial Management (Vikas, 2004, 9th Ed.)
2. Maheshwari ,S.N.; Maheshwari S.K., 2012. A text book of
3. Accounting for Management, 3rd Edition, Vikas Publication Home, Delhi.
4. Chandra, P., 2008, Financial Management, 7/e, Tata McGraw Hill Pub., Delhi.
5. Bhole, L.M., 2004, Financial Institution and Markets, 4th/e, Tata Mcgraw Hill Pub., Delhi.
6. Bhalla, V.K., 2009, Investment Management: Security Analysis and Portfolio Management, 15th Revised Edition, S. Chand & Company, Delhi.
7. Hull, J.C., 2009, Options, Futures and other Derivatives, 7/E, Pearson Education, Delhi.
8. Apte, P.G., 2009, International Financial Management, 5/e, Tata Mcgraw Hill Pub., Delhi.

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Paper (c): Contemporary Issues in Organizational Behaviour and Human Resource Management

UNIT 1: Individual Behaviour: Personality, Perception and Attitude, Interpersonal Behaviour.

UNIT 2: Group Dynamics: Group Formation and Group Behaviour, Teams, self Managed Teams, Virtual Teams, etc.

UNIT 3: Human resource management: concepts, functions, job analysis and design, HR information system, Strategic HRM.

UNIT 4: HRM functions: HR Planning, recruitment, selection, induction and placement, training and development, Compensation, Performance Appraisal and Separation.

UNIT 5: Values and ethics in HRM, cross cultural Management, Ex-Patriate staff management, work life conflict and Balance, work flexibility, Outsourcing.

Suggested Readings:

1. Tayeb, M.H., 2007, International Human Resource Management: A Multinational Company Perspective, 1/e, Oxford. University Press, UK.
2. Monappa, A, Saiyadain, M.S., 2009, Personnel Management, 2/e, Tata Mcgraw Hill Pub. Delhi.
3. Brown, D.R., Harrey, D., 2006, An Experimental Approach to Organization Development, 7/e, Pearson Education, Delhi.
4. Human resource Management: Gaining a Competitive Advantage / Raymond A. Noe ... [et al.] (Latest)
5. Cascio, F.W. (1995) Managing Human Resources, Productivity, Quality of Work Life, Profits. McGraw Hills, New York. (Letest)
6. Gary Dessler, Florida International University (Human Resource Management, 14th Edition)
7. H. John Bernardin: Human Resource Management / 6th Edition.

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Paper III: Literature Review (Based on Relevant Specialization)

100 Marks (50 External +50 Internal)

-Should have at-least 60 relevant Studies