

**CHAUDHARY BANSI LAL UNIVERSITY, BHIWANI**

**(A State University established under Haryana Act No. 25 of 2014)**



**DEPARTMENT OF MANAGEMENT**

**Examination Scheme**

**&**

**Syllabus**

**for**

**Ph. D. Course Work**

**(w.e.f. Session 2020-21)**

### **PROGRAMME SPECIFIC OUTCOMES**

#### **Ph.D.**

- **P.S.O.1.** Ability to review the existing research on a given topic.
- **P.S.O.2.** Ability to identify gaps in the existing research in business and management.
- **P.S.O.3.** Acumen to define a research problem and develop a research plan on the basis of that,
- **P.S.O.4.** Ability to apply both the qualitative and quantitative research methods to conduct research in the business management discipline.
- **P.S.O.5.** Acquisition of necessary skills to present research in universally accessible standard formats.
- **P.S.O.6.** Aptitude to write research report / research paper.

## Scheme of Examination

### Ph.D. Coursework (Management)

The duration of the course of instruction of Ph.D. Coursework (Management) shall be one Semester. The detailed Scheme of the course is given below.

Sr. No	Course Code	Nomenclature	Theory	Practical	Internal Assessment	Total	L-P	Credits	Contact Hrs. Per Week
1	20MGTPH01	Research Methodology	80	-	20	100	4-0	4	4
2	20MGTPH02	Essentials of Scholarly Writing	40	-	10	50	2-0	2	2
3	20MGTPH03	Application of Computer based tools in Quantitative Research	-	50	-	50	0-4	2	4
4	20MGTPH04	Review of Literature and Seminar	-	50	50	100		4	4
		<b>Total</b>	<b>120</b>	<b>100</b>	<b>80</b>	<b>300</b>		<b>12</b>	<b>14</b>

\*A course on Research Ethics will be offered to the students as per the UGC guidelines as applicable to other PhD students of the University.

Total Credit:12

1. Written examination in the paper “Research Methodology (20MGTPH01)” 80 marks (3 hrs duration) shall be held at the term end of the course. The question paper in this subject shall be set by an examiner based on the syllabus prescribed. Internal assessment for this paper shall be awarded by the teacher concerned out of 20 marks and shall be based upon at least three components of continuous assessment (Assignment / Quiz / Project etc).
2. Written examinations for the paper “Essentials of Scholarly Writing -20MGTPH02” shall be conducted for 40 marks (2 hrs) at the term end of the course. The question paper in this subject shall be set by an examiner based on the syllabus prescribed. Internal assessment for this paper shall be awarded by the teacher concerned out of 10 marks and shall be based upon at least two components of continuous assessment (Assignment / Quiz / Project etc).
3. The paper“Application of Computer based tools in Quantitative Research-20MGTPH03” shall be a practical paper and will be evaluated for 50 marks at the term end of the course by the faculty teaching the course.
4. In paper “Review of Literature and Seminar”(20MGTPH04)”, each scholar will be required to conduct an extensive review of 15 papers in the relevant topic (published in the reputed journals in the last 3 years). A report of 30 pages will be submitted by the scholar consisting

of a comparative analysis of research methodology, data analysis techniques and findings of different papers. The report which will be submitted to the Supervisor on the scheduled date to be decided by the Supervisor. The supervisor will assign 50 marks on the basis of the report and work done by the student. On recommendation of the supervisor, the end term seminar for the student will be scheduled by head of the department. The seminar will be evaluated out of 50 marks by a panel of experts in the area (Internal / External) nominated by the head of the department.

5. The qualifying marks in each paper of the course shall be 50%. Internal and external marks will be taken together for calculation of marks obtained.
6. Minimum 75% attendance will be required to appear in the end term examination in each course.
7. English shall be medium of instruction and examination.

# PhD Course Work (Management)

Course Code : 20MGTPH01

Nomenclature: Research Methodology

L:4, P:0 Credits :4

Maximum Marks : 100  
Time : 3 Hrs  
Theory : 80  
Internal Assessment : 20

## Instructions for the Paper-Setter and the Students

The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of marks each. The rest of the 8 questions will be set from all the four units. The examiner will set 2 questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 16 marks each.

## Unit-I

**Introduction to Research:** Meaning and Significance of Research, Types of Research, Research Design: Exploratory, Descriptive and Casual, Research Application in Business Decision, Criteria for Good Research.

**Formulation of Research Problem:** Problems Identification and Definition, Process of Problem Identification, Essentials of Literature Review, Developing a Research Proposal.

## Unit-II

**Quantitative Research:** Development of Research Hypothesis: Formulation of Various Research Hypotheses, Sampling Design: Universe, Sample Vs Census. Sample Frame and Sampling Unit, Sample Size Determination, Sampling and Non-Sampling Errors, Concepts of Sampling Design, Criteria of Good Sampling Design. Data Collection Methods: Classification of Data, Research Application of Secondary Data, Secondary Data sources and Usages, Online Data Sources.

## Unit-III

**Qualitative Research:** Characteristics of Qualitative Research methods, difference between Qualitative Research and Quantitative Research methods, Methods of Qualitative Research: Interviewing, Observing and Participating, Case Study, Grounded Theory, Phenomenology, Ethnography, Using Visual Methods and Documents.

**Sampling in Qualitative Research:** Sampling Frames, Access and Opportunity, Advantages of Qualitative Methods for Exploratory Research, Sampling in Qualitative Research, Ethical Guidelines in Qualitative Research, Importance of Research Ethics in Qualitative Research.

## Unit-IV

**Quantitative Data Collection Methods:** Defining Survey and Experiments, Online Surveys, Questionnaire Design Procedure, Research Applications of Primary Data

**Qualitative Methods of Data Collection:** Observation Method, Content Analysis, Focus Group Method, Personal Interview Method and Projective Techniques.

**Textbook**

1. Research Methodology by Dr. Deepak Chawla and Dr. Neena Sondhi by Vikas
2. Qualitative Researching by Jennifer Mason by SAGE Publishing
3. Malhotra Naresh K., Marketing Research: An Applied Orientation, Pearson Education India.
4. Gujarati D N and Sangettha, Basic Econometrics, Tata McGraw Hill.

**Reference Books**

1. Donald Cooper and Pamela Schindler, Business Research Methods, Tata McGraw Hill.
2. Hair, Black, Babin, Anderson and Tatham, Multivariate Data Analysis, Pearson.
3. Levin & Rubin, Statistics for Business, Prentice Hall Of India, New Delhi.
4. Gupta S.P. & Gupta M.P. Business Statistics, Sultan Chand & Sons, Delhi.
5. Anderson Quantitative Methods & Business, Thomson Learning, Bombay.
6. Anderson Statistics for Business & Economics, Thomson Learning, Bombay.
7. Chandan J.S. An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.
8. Bhardwaj R.S. Business Statistics Excel Books, 2000
9. Hooda, R.P. Statistics for Business and Economics, Macmillan India, New Delhi.
10. S.N. Murthy and U Bhojanna, Business Research Methods. Excel.
11. K.V. Rao. Research Methodology in Commerce and Management Sterling.

# PhD Course Work (Management)

Course Code : 20MGTPH03

Nomenclature: Essentials of Scholarly Writing

## Scheme of Examination

L:2 Credits :2

Maximum Marks : 50

Time : 2 Hrs

Theory : 40

Internal Assessment : 10

### Instructions for the Paper-Setter and the Students

The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 4 small questions of marks each. The rest of the 8 questions will be set from all the four units. The examiner will set 2 questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 8 marks each.

### Course Content

#### Unit 1

**Thesis and Research Paper:** Deciding on the Topic to write, Distinguish between thesis, dissertation and research paper,

**Structuring the Material and Writing the Thesis:** Preparing a Title Page, Abstract and Table of Contents Page, Writing the Review of Literature in a Thesis, Drawing Observations from Data and Making Conclusions, Preparing Figures and Tables, Citations and References, Common Mistakes in writing

#### Unit II

**Writing for the Journals:** Deciding what to publish, Deciding when to publish, Choosing a target journal, Defining the focus and contribution of your paper, Using journals' instructions to authors

**Deciding on the Quality of Journals:** Concept of Citations, Indexing and Impact Factor

#### Unit III

**Personal Writing Habits:** Obstacles to Scholarly Writing, Implement Evidence-Based Strategies, Deal with Impatience and Uncertainty, Cope with Time Constraints, Get Past Procrastination and Avoidance, Address Aversion to Writing, Put Perfectionism on Hold, Be Realistic About Criticism, Seek Out More Knowledgeable Others, Use Higher-Order Thinking

**Presenting in the Conferences:** Oral and Poster Presentation, Preparing impactful presentations.

#### Unit IV

**Using Internet in Thesis work :** Search through search engines of data bases such as JSTOR, Directory of open access journals (DOAJ), Use of E-Books and Online Texts, Use of

E-Journals, Use of E-Library, use of EBSCO host, Online Research Databases, online database of Academic Libraries.

**Application of Software in Research:** Online References, English Language and other Software used in Thesis, Plagiarism software. Grammarly

**Text Book**

1. Thesis Writing for Masters and PhD program by Subhash Chandra Parija, Vikram Kate by Springer.

**Suggested reading:**

1. B. H. Dursten & Thesis and Assignment Writing, Wiley Eastern 1977 M. Poole.



# PhD Course Work (Management)

Course Code : 20MGTPH03

Nomenclature: Application of Computer based tools in Quantitative Research

## Scheme of Examination

L:0, P:4 Credits :2

Maximum Marks : 50  
Time : 2Hrs  
Practical :50

.The paper will be purely practical based and will check the software based skills for quantitative research. The exam will be lab based and will use the software like Excel / R / SPSS.

### Course content

#### Unit 1

**Introduction to Computer Based Tools:** Need for computer based tools in Quantitative Analysis, Importance and comparison of Excel, R and SPSS.

**Data and Variable:** Concept of data and variables, Data collection, coding, working with tables and graphs, visualisation, Concept of Scales

#### Unit II

**Statistical Analysis:** Descriptive statistics, Data Summary and Frequency Distribution

**Hypothesis testing:** Test of significance, Procedure of Hypothesis Testing

**Parametric tests:** T test, Paired and Independent Sample T -test, One Way ANOVA

#### Unit III

**Non parametric test:** Wilcoxon matched pairs-test, Mann-Whitney U-test, Chi square

**Data Reliability and Validity:** Pearson Product moment test, Chronbach's alpha test,

**Multivariate analysis:** Factor analysis, discriminant analysis, cluster analysis

#### Unit IV

**Regression analysis:** Simple and Multiple Regression, Assumptions of Normal linear Regression Model (CNLRM), Dummy Variable Regression Models, Methods of Regression.

**Time Series Analysis:** Basic Concepts, Stationarity, Unit Roots, Co-Integration, Granger Casualty and Error Correction Model.

### Suggested Readings:

1. Malhotra Naresh K., Marketing Research: An Applied Orientation, Pearson Education India.
2. Donald Cooper and Pamela Schindler, Business Research Methods, Tata McGraw Hill.
3. Gujarati D N and Sangeetha, Basic Econometrics, Tata McGraw Hill.
4. Hair, Black, Babin, Anderson and Tatham, Multivariate Data Analysis, Pearson.
5. Levin & Rubin, Statistics for Business, Prentice Hall of India, N. Delhi.
6. Gupta S.P. & Gupta M.P. Business Statistics, Sultan Chand & Sons, Delhi.
7. Anderson, Quantitative Methods in Business, Thomson Learning, Bombay.
8. Anderson, Statistics for Business & Economics, Thomson Learning, Bombay.
9. Chandan, J.S. An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.
10. Bhardwaj, R.S, Business Statistics , Excel Books, 2000
11. Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi

## **PhD Course Work (Management)**

**Course Code: 20MGTPH03**

**Nomenclature: Review of Literature and Seminar**

**Scheme of Examination**

**L:2, P:4 Credits :4**

**Maximum Marks: 100**

**Report: 50**

**Seminar : 50**

**Total Credits: 4**

### **Bifurcation of Marks**

<b>Review of Literature Report</b>	<b>50 Marks</b>
<b>Seminar</b>	<b>50 Marks</b>

### **Instructions for the Scholars**

1. The scholar will get necessary guidance from their supervisor for the paper “Review of Literature and Seminar” (20 MGTPH 04)
2. The Scholar shall review 15 research papers on given topic. The research papers should be from reputed journals published in the last 3 years. He/she shall submit a copy of Review of Literature on the relevant research topic. A report of 30 pages will be submitted by the scholar consisting of a comparative analysis of research methodology, data analysis techniques and findings of different papers.
3. The scholar shall present seminar before the experts, The performance will be evaluated on the basis of submitted report and presentation.