

# **SRINIVASUNIVERSITY**

City Campus, Pandeshwar,  
Mangaluru – 575 001.

Web:[www.srinivasuniversity.edu.in](http://www.srinivasuniversity.edu.in)

**[In compliance of University Grants Commission (Minimum  
Standards and Procedures for Award of M.Phil./Ph.D. Degree)  
Regulations, 2016]**

**COLLEGE OF AVIATION STUDIES**

**SYLLABUS & COURSE WORK  
OF PH.D. PROGRAMME**

**SRINIVAS UNIVERSITY**  
**COLLEGE OF AVIATION STUDIES**

**PH.D. PROGRAMME**

**SYLLABUS OF COURSE WORK**

**A. COURSE WORK PATTERN**

**400 M**

<b>Sl. No.</b>	<b>Subjects</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Marks</b>
1	Qualitative & Quantitative Research Methods in Business Management / Commerce	4	50	50	100
2	Subject Paper: Advanced Topics in Business Management / Commerce	4	50	50	100
3	Case Studies on the Topics Aviation Management	4	50	50	100
4	Literature Review on the Research Topic selected	4	50	50	100
<b>Total</b>		<b>16</b>	<b>200</b>	<b>200</b>	<b>400</b>

**B. COURSE WORK SYLLABUS**

**1. Qualitative & Quantitative Research Methods in Business Management & Commerce**

**100 M**

**Internal Marks: 50**

**University Examination Marks: 50**

Unit 1. Various Research methods & Methodologies & Their Applications.

Unit 2. Empirical Research, Hypothesis Testing, Data Collection, Analysis & Interpretation.

Unit 3. Focus Group Interactions & Model

Building Unit 4. Data Analysis using MS Excel

Unit 5. SPSS Certification: Online

**2. Subject Paper: Advanced Topics in Business Management / Commerce**

**100 M**

**Internal Marks: 50**

**University Examination Marks : 50**

Unit 1. People, Management, and Policy

Unit 2. Money: Economics, Finance, and Accounting

Unit 3. Markets & Strategy

Unit 4. Systems & Processes

Unit 5: Organizational Behavior

**Book References:** (1) MBA in a Day: Steven Stralser

(2) Organizational Behavior : P. S. Aithal

Note: Prepare and submit an Assignment which consists of 250 MCQs and answers.

**3. Case Studies on the topics of Aviation Management** **100 M**

**Internal Marks: 50 University Examination Marks: 50**

Case Study on a Company/Organization – 1 - 25 M

Case Study on a Company Organization – 2 - 25 M

**4. Literature Review on the Research Topic selected** **100 M**

**Internal Marks: 50 University Examination Marks: 50**

Topic Identification, preparing a Review Article on the identified topic with minimum 10 book reference, 50 research article reference, &20 website reference, PPT

Presentation & Publication of Review Article

Minimum for Pass required: 50% Marks in each individual subject.