

**SRINIVAS**



**UNIVERSITY**

Mukka, Mangaluru – 574146

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

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

**COURSEWORK  
SYLLABUS OF Ph.D.  
PROGRAMME IN  
MANAGEMENT AND  
COMMERCE**

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**COLLEGE OF MANAGEMENT AND COMMERCE**

City Campus, Pandeshwar,  
Mangaluru – 575 001.

**SRINIVAS UNIVERSITY**  
**COLLEGE OF MANAGEMENT & COMMERCE**  
**Ph.D. PROGRAMME**  
**SYLLABUS OF COURSEWORK**

**A. COURSEWORK PATTERN**

**400 M**

Sl. No.	Subjects	Exam (Hours)	Credits	Internal Marks	External Marks	Marks
1	Qualitative & Quantitative Research Methods in Business Management / Commerce	2	4	50	50	100
2	Advanced Topics in Business Management / Commerce	2	4	50	50	100
3	Publication and Presentation of Industry and Company Analysis	2	4	50	50	100
4	Research and Publication Ethics and Review of Literature	2	4 (1+3)	50	50	100
<b>Total</b>			<b>16</b>	<b>200</b>	<b>200</b>	<b>400</b>

**B. COURSEWORK 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: Online course Certification on Research Methodology or Research Techniques from, SWAYAM /SWAYAM ARPIT.

**Note:** Submit Hand written Assignment for Unit 1 to Unit 4 (4 Assignments).

Submit Online Certificate obtained SWAYAM/SWAYAM ARPIT Refresher Programme in Research Methodology.

**Examination Pattern:** Answer any 5 questions from 6, each carries 10 Marks. These questions should cover all four units.

**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 Behaviour.

**Note :** Prepare and submit 250 MCQs Questions with answer in electronic format (From each unit 50 Questions).

**Examination Pattern:** Answer all 50 questions, each carries 1 mark.

### **3. Publication and Presentation of Industry and Company Analysis 100 M**

Internal Marks : 50

University Examination Marks : 50

- Case Study on a Company/Organisation/Industry – 1 - 25 M
- Case Study on a Company/ Organisation/Industry – 2 - 25 M

**Examination pattern:** Answer any 5 Questions from 6, each carries 10 marks (3 Questions from Industry Analysis Paper and 3 Questions from Company Analysis Paper)

### **4. Research and Publication Ethics and Review of Literature 100 M**

Internal Marks : 50

University Examination Marks : 50

#### **Research and Publication Ethics Workshop Syllabus (As per latest UGC norms) Theory:**

*RPE 01: Philosophy and Ethics:* Introduction to philosophy: definition, nature and scope, concept branches, Ethics: definition, moral philosophy, nature of moral judgements and reactions.

*RPE 02: Scientific Conduct:* Ethics with respect to science and research, intellectual honesty, and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (PFP), Redundant Publications: duplicating and overlap publications, salami slicing, Selective reporting and misrepresentation of data

*RPE 03: Publication Ethics:* Publication ethics definition, introduction and importance, Best Practices and standard setting initiatives and guidelines, COPE, WAME etc., conflicts of interest, Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributorship, Identification of publication misconduct, complaints and appeals, Predator Publishers and journals.

Practice:

*RPE 04: Open Access Publishing:* Open access publication and initiatives, Software tool to identify predatory publication developed by SPPU, Journal finder and journal suggestion tools,

*RPE 05: Publication Misconduct:* Group Discussion on Subject specific ethical issues, FFP authorship, Conflict of interest, Complaints and appeals: examples and fraud from India and abroad. Use of plagiarism software like urkund, Turnitin, Drillbit and other open source software tools.

*RPE 06: Database and Research Metrics:* Indexing databases, citation databases: Web of science, Scopus etc. Research Metrics: Impact factor of Journal Citation Report, SNIP, SJR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics.

#### **Review of Literature on Research Topic**

Topic Identification, preparing a Review Article on the identified topic with minimum 10 book reference, 75 research article reference, & 10 website reference, PPT Presentation & Publication of Review Article

**Examination pattern:** Answer any 5 Questions from 6, each carries 10 marks (Guide will prepare 2 Questions from Research and Publication Ethics and 4 Questions from Literature Review Article).

**Minimum for Pass Required: 50% Marks in each Individual Subject.**

## **Detailed Syllabus for Qualitative & Quantitative Research Methods in Business Management & Commerce**

**Unit 1:** Various Research methods, Methodologies, Their Applications.

Research Methodology: Introduction to Scientific Research, Meaning, Objectives and Significance of Research Motivation in Research, Types of research approaches, Quantitative research methods, Research methods versus methodology, Research process, Criteria of good research, Research problems, Necessity of defining the problem, Technique involved in defining the problem, Design and Development Research Methods, Meaning of research design, Need for research design, Features of a good design, Different research designs, Basic principles of experimental designs, Ethics in research, Building expertise in the areas of interest, generating the base content in the selected area, literature survey for research work, arriving at directions of research, Formulation of research title, development of criteria based research proposal.

**Unit 2:** Empirical Research, Hypothesis Testing, Data Collection, Analysis & Interpretation. Sampling Fundamentals, Basic Concepts Concerning Testing of Hypotheses, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection. Measurement in Research, Measurement Scales, Processing Operations, Some Problems in Processing Elements/Types of Analysis, Statistics in Research, Report Writing.

**Unit 3:** Focus Group Interactions & Model Building

Focus Group Interaction, Types, Guidelines for focus group interaction, Advantages and criticism, Data analysis of Focus Group. The need for Model Building, Modelling Exercise Types of Models, Probability Models Models Based on Differential Equations, The ANOVA Model, Regression Models, Structural Equation Modelling, Glimpses of Some Other Models.

**Unit 4 :** Data Analysis using MS Excel

Introduction to Spreadsheets Spreadsheet Functions to Organize Data, Introduction to Filtering, Pivot Tables, and Charts, Advanced Graphing and Charting.

**Unit 5:**

Online Certification Course based on Research Methodology from SWAYAM/SWAYAM ARPIT Refresher Programme.

## **References**

1. C. R. Kothari, Research Methodology Methods & Techniques, 2nd Edition, Wishwa Pakashan Publishers.
2. Misra R.P, Research Methodology – A Hand Book, Concept publishing Company, New Delhi 1988
3. Grey Harvey, *Excel for Dummies*, Wiley Publishing Inc
4. Yogesh Kumar Singh, *Fundamentals of Research Methodology and Statistics*, New AGE International Publishers

- 5.Ranjit Kumar,*Research Methodology ..a step by step guide for beginners*,Sage Publications
- 6.Shyama Prasad Mukerjee,*A Guide to research Methodology*,Taylor and Francis .
- 7.Donald R.Cooper,*Business Research Methods*, McGraw-Hill

## **Detailed Syllabus for Advanced Topics in Business Management / Commerce**

### **Unit 1.** People, Management, and Policy

Human resource Management,Strategic Management, Leadership and team building, Ethics and Negotiation.

### **Unit 2.** Money : Economics, Finance, and Accounting

Accounting , Finance, International National and Local Economics.

### **Unit 3.** Markets & Strategy

Marketing, Strategy,Competive Analysis, Advertising and Promotion,Communication and Presentations

### **Unit 4.** Systems & Processes

Project Management, Management Information systems,E-Commerce,Quality Management Systems.

### **Unit 5.**Organizational Behaviour

Overview, Individual and group Process, Enhancing individual and interpersonal process goal setting and reward, Integrating individual, Groups and Organisation, Personality and Attitudes.

- (1) Steven Stralser,*MBA in a Day*,John Wiley and Sons
- (2) P.S.Aithal, *Organizational Behaviour*
- (3) Stephen p. Robbins. *Fundamentals of Management*,Pearson Publishers
- (4) Garry Desseler *Human Resource Management*,Pearson Publishers
- (5) Prassana Chandra,*Financial Management,Theory and Practice*,McGraw-Hill
- (6) Jay Heizer,*Operations Management* Pearson Publishers
- (7) Fred R. David, *Strategic Management Concepts and Cases*,Prentice Hall

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