

DEPARTMENT OF BUSINESS ADMINISTRATION

FACULTY OF COMMERCE & MANAGEMENT STUDIES

JAI NARAIN VYAS UNIVERSITY, JODHPUR

SCHEME OF Ph.D. COURSEWORK **(MPET 2014)**

COURSE STRUCTURE:

In all, for Ph.D. Course Work there shall be four courses with following details:

1. **Research Methods and Computer Applications** (*Syllabus as per Annexure I*)
(A common course for all Ph.D. Scholars of all the four departments of the faculty. Therefore, this course shall be conducted and examined by the Dean, FCMS.)
2. **Philosophical Foundations of Management** (*Syllabus as per Annexure II*)
(Course to be conducted and examined by the Department of Business Administration.)
3. **Review of Literature in Research**
(Course to be conducted and examined by the Department of Business Administration.)
4. **Any one of the following:**
(Course to be conducted and examined by the Department of Business Administration.)
 - a) Business Policy and Strategic Management (*Syllabus as per Annexure III*)
OR
 - b) Organisational Behavior (*Syllabus as per Annexure IV*)
OR
 - c) Human Resource Management (*Syllabus as per Annexure V*)
OR
 - d) Marketing Management (*Syllabus as per Annexure VI*)

Classroom teaching would be provided for the three courses above except the course on Review of Literature in Research. For each course, 42 contact/teaching hours have been prescribed.

EVALUATION PATTERN:

After completion of classroom teaching for three papers, namely *Research Methods and Computer Applications*, *Philosophical Foundations of Management*, and the opted *Elective Course*, there shall be a written examination for these papers. The candidate will have to pass the written examination of all these three papers. However, for the course on *Review*

of Literature in Research a written assignment would be required from the candidate duly approved by his or her research supervisor and to be submitted to the Head of the Department. The candidate will also be required to give a presentation on his or her written assignment before the board of examiners comprising of the concerned research supervisor, the senior most teacher of the department, and Head of the Department. The board after evaluation of candidate's performance in written assignment and on its presentation shall recommend *pass or fail* in this particular course on Review of Literature. ***A candidate will have to pass in all the four courses in order to qualify for doctoral research.***

GRIEVANCES:

The decision of the HOD shall be final and binding for all kinds of grievances or disputes, if any, relating to PhD coursework and registration formalities.

FAILING IN THE COURSEWORK:

In case the candidate fails to obtain qualifying marks in the course work examination, he/she shall be given one more chance. In case, he or she fails or remains absent in this given chance, he or she shall be disqualified for doctoral research with the batch of relevant MPET. The candidate will have to reappear for another MPET, if still interested in doing Ph.D. research.

AWARD OF CERTIFICATE:

After successful completion of the Ph.D. Course Work a certificate will be given by the Head of the Department to all successful candidates in terms of UGC regulations 2009.

Ph.D. REGISTRATION:

After obtaining the Ph.D. Course Work certificate the candidate will be required to submit his or her synopsis/proposal duly approved by the research supervisor for Ph.D. registration. No candidate will be registered without completion of Ph.D. Course Work.



PAPER - I

RESEARCH METHODOLOGY AND COMPUTER APPLICATIONS

SYLLABUS

Research: An Overview

Types of Research, Research Process

Formulating a Research Problem:

Review of Literature, Hypothesis, Research Design – Formulation and Selection,
Sampling Design – Formulation and Selection

Collection of Data:

Observation, Interview, Questionnaire, Scaling,
Secondary Sources,

Validity and reliability of Instruments

Processing Data: Editing, Approximation, Coding, Classification and Tabulation

Analysis of data:

Various Statistical tools and Tests of Significance

Report Writing:

General Principles, Quotations, Foot-notes and Bibliography

Ethical Concerns in Research

Computer Application in Research:

Word Processing, Data Base System, Electronic-Spread Sheet e.g. MS-Office™

An overview of SPSS™ (Statistical Package for Social Sciences)

Presentation of Data:

Graphic and diagrammatic

(With the help of Computer Softwares)

Suggested Readings:

- ✓ Kothari, C.R. : Research Methodology: Methods and Techniques, Wiley Eastern Ltd.
- ✓ Sharna, K.R. : Research Methodology, National Publishing House, New Delhi
- ✓ Elhance, D.N.: Fundamentals of Statistics, Kitab Mahal, Allahabad
- ✓ Srivastav, T.N. & Shailaja ; Satatistics for Management, Tata McGraw Hill, New Delhi
- ✓ Saxena, sanjay : Microsoft Office, 2000, Vikas , New Delhi
- ✓ Arora & Bansal : Computer Fundamentals, Excel Books
- ✓ Shukla & Trivedi (Hindi Book)
- ✓ Ravinder Nath Mukharjee (Hindi Book)
- ✓ L.N. Kohli (Hindi Book)

Additional Readings:

- ✓ Young, P.V. : Scientific Social Surveys and Research, PHI
- ✓ Zina, O'Leary : The Essential Guide to Doing Research, Vistaar Publications, New Delhi
- ✓ Somekh, Bridget & Cathy Lewin (Eds): Research Methods in the Social Sciences, Vistaar Publications, New Delhi
- ✓ Cooper, R. Donald & Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi
- ✓ Malhotra, Naresh K. : Marketing Research – An Applied Orientation, Pearson Prentice Hall, New Delhi

PAPER - II

PHILOSOPHICAL FOUNDATIONS OF MANAGEMENT

SYLLABUS

Management and manager : Management : a practice, not a science: The roots and history of management; Management thought and Management theories; Why theories; The Classical School : Scientific Management approach and Administrative Management approach. The Behavioural School : Early Contributors; The Hawthorne Experiments. The Management Science School. Modern Approaches : Systems Approach, and Contingency approach. The Neo-human relations approach. Comparative Management. Contribution of select thinkers : Harold J. Leavitt; Eric Berne; Herbert A Simon; Warren G. Bennis; Peter F. Drucker; Chris Argyris; Henry Mintzberg; Tom Peters; Gary Hamel and C.K. Prahalad; Indian Ethos and Modern Management.

Suggested Reading:

- ✓ Peter F. Drucker. Management : Tasks, Responsibilities and Practices
- ✓ Harper and Row, New York
- ✓ C.S. George: The History of Management thought, Prentice Hall, New Delhi.
- ✓ R.N. Singh : Management Thought and Thinkers
- ✓ Sultan Chand and Sons, New Delhi.
- ✓ James Stoner and R.E. Freeman: Management, Prentice Hall New Delhi.

OPTIONAL COURSE

PAPER – IV (a)

BUSINESS POLICY AND STRATEGIC MANAGEMENT

SYLLABUS

An overview of Strategic Management: Defining Strategy, Stages of Strategic Management, The Strategic Management models, Benefits of Strategic Management, Guidelines for Effective Strategic Management, Business Ethics and Strategic Management.

Strategy Formulation: The Business Vision and Mission, The Process of Developing Vision and Mission Statements, Strategic advantage analysis and diagnosis.

The External Assessment: Sources and External Information, Forecasting Tools and Techniques. The Internal Assessment: Key Internal Forces.

Strategies in Action: Types of Strategies, Integration Strategies, Intensive Strategies, Diversification Strategies, Defensive Strategies.

Strategy Implementation: The Nature of Strategy Implementation, The Strategic Business Unit, Restructuring, Reengineering and E-Engineering.

Suggested Readings:

- ✓ David, Fred R,: Strategic Management, Pearson Education, Delhi, 2009.
- ✓ Rao, VSP and Krishna V Hari,: Strategic Management: Text and Cases, Excel Books, New Delhi, 2008.
- ✓ Azhar Kazmi: Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2005.
- ✓ Srinivasan, R.: Strategic Management: The Indian Context, Prentice Hall of India Private limited, New Delhi, 2008.

OPTIONAL COURSE

PAPER – IV (b)

ORGANISATIONAL BEHAVIOR

SYLLABUS

Organisational Behavior: Meaning, characteristics, key elements and Evolution of Organisational Behavior, Challenges and Opportunities for Organisational Behavior.

Foundations of Individual Behavior: Ability, Biographical Characteristics, Learning, Global Implications, Attitudes and Job Satisfaction, Personality and Values.

Perception and Individual Decision Making: Perception, Decision Making in Organisations, Ethics in Decision Making.

Understanding Work Teams: Differences between Groups and Teams, Type of teams, Team Building and Team- based work.

Power and Politics: Concepts, Basis of power, Power tactics, Causes and Consequences of Political Behavior, Organisational Dynamics: Forces for change, Resistance to change, Organisational change in Indian Businesses, Work Stress and its management.

Suggested Readings:

- ✓ Robbins, Stephen P., Judge, Timothy A., Sanghi, Seema: Organisational Behavior, Pearson Education, Delhi, 2009.
- ✓ Newstrom, John W.: Organisational Behavior, Tata McGraw Hill, New Delhi, 2010.
- ✓ Pareek, Udai.: Understanding Organisational Behavior, Oxford University Press, New Delhi, 2010.
- ✓ Saiyadain, Mirza S.: Organisational Behavior, Tata McGraw Hill, New Delhi, 2010

OPTIONAL COURSE
PAPER – IV (c)
HUMAN RESOURCE MANAGEMENT
SYLLABUS

Human Aspect of Management, Human Relations, Personnel Management, Human Resource Management: Concept, Scope, Importance and Functions, H.R. Organisation-Line and Staff relationship, Human Resource Management in India, Concept of quality Circle, TQM, Empowerment.

Human Resource Planning : Meaning, Objectives and Significance, Process, Human Resource Forecasting. Job Description and Job specification, Job design approaches.

Compensation Management-Job evaluation: Techniques, wages and salary administration. Incentive payments, Performance appraisal: Concept, Objectives and techniques, job changes transfer promotion and separation. Human Resource Audit.

Global human Resource Management : Core concepts in globally managing human resource; The growth of international business and global corporate evolution; Consequence of global economic integration and its implications for global managers generally and HR managers specifically; Theories, model and strategic issues in globally managing HR.

Strategic Human Resource Management : Understanding strategic HRM; Traditional Vs. Strategic HR; Typology of HR activities; "best fit" approach Vs. "best practice" approach; HR strategy and the role of national context; sectoral context and organisational context on HR strategy and practices.

Suggested Reading:

- ✓ Gomex-Meija, Luis R., D.B. Balkin and R.L. Cardy : Managing Human Resource, Prentice Hall, New Jersey, 1998.
- ✓ D'Ceazo, David A. and Stephan P. Robbins : Human Resource Management, John Wiley and Sons, New Delhi, 2011.
- ✓ Chhabra T.N. : Human Resource Management, Dhanpat Rai and Co Pvt. Ltd. New Delhi, 1999.
- ✓ Flippo, Edwin B. : Principles of Personnel Management, McGraw Hill, New York.
- ✓ Bartlett, C.A, & Ghoshal,S. (1989): Managing Across Borders; The Transnational Solution. Boston : Havard Business School Press. Black.
- ✓ J.S., Gregersen, H., & Mendenhall, M. (1992): Global Assignment; Successfully Expartriating and Repartriating Global Manager. San Francisco : Jossey-Bass Publishers.
- ✓ Boxall. P. and Purecell. J (2003): Strategy and Human Resource Management, Great Britain : Palgrae Macmillan.
- ✓ Thompsonm A.A., Stickland, A.J. (1999): Strategic Management: Concepts and Cases., 11 th edn. Irwin.

OPTIONAL COURSE
PAPER – IV (d)
MARKETING MANAGEMENT
SYLLABUS

Marketing : Concept, old, new including Meta Marketing and Social Marketing, Functions, Importance, Marketing Mix, Marketing Organisation, Purpose, Basis, Forms, Marketing vs. Sales, Marketing segmentation, marketing in a developing economy.

Marketing Research : Meaning, Importance, Areas elementary study of methods and Procedure, Product Planning ; Definition, terms, Scope, Branding : Concept; Brand image; Brand positioning; Concept of brand equity; Sources and benefits of brand equity; Packaging. Development of New Products, Product life cycle, Diversification, Simplification. Consumer Behaviour, Concept, buying Process, Economic, Social and psychological Determinants of Consumer Behaviour.

Retail Management : Nature and importance of retailing; Contemporary retailing scene in India and marketing challenges; Wheel of retailing; Retailing life cycle; Types of retailing - ownership based, store based and non-store based retailing; Vertical marketing system.

Services Marketing : Nature and scope of services marketing; Special characteristics of services; Marketing mix in service marketing; Additional dimensions; service quality.

Rural Marketing : The environment of rural market; Rural demand pattern; Marketing of agricultural inputs; Rural marketing strategies; Marketing of FMCG and consumer durables.

Global Marketing : Role or Importance of global marketing; The forces affecting global marketing; Global economic environment, **E-Marketing**: Introduction and types of E-Markets; Marketing mix in E-Marketing; advantages and limitations of E-Marketing. Green Marketing.

Suggested Readings:

- ✓ Still, Condiff and Govani : Fundamentals of Modern Marketing.
- ✓ Kotler, Philip : Marketing Management-Analysis, Planning and Control.
- ✓ Stanton, W.J. : Fundamentals of Marketing.
- ✓ Davar. R.S.. : Modern Marketing Management.
- ✓ Johnson, L.K. : Sales and Marketing Management.
- ✓ Neelamegham,S.(Ed.) : Marketing Management and the Indian Economy.
- ✓ Srivastave,P. Kumar : Marketing in India.
- ✓ Phelps, D.M. and Westing, J.H. : Marketing Management.
- ✓ Ghandi, J.C. : Marketing : A Management Approach.
- ✓ Stand, T.A. and Taylor, D.A. : A Management Approach of Marketing.
- ✓ Agrawal, R.C. and Kothari, N.S. : Vipnan Prabandh (Hindi).
- ✓ Kumbhat, J.R, : Vipnan Prabandh (Hindi).
- ✓ Bhadada, B.M. and Porwal, B.L. : Vipnan Prabandh ke Siddhant evam Vyavahar (Hindi).