



VIVEK UNIVERSITY

[Estd. by Govt. of Uttar Pradesh, as per Uttar Pradesh Private Universities Act, 2019, no.21 of 2024.]
MORADABAD ROAD, POST AGRI, BIJNOR, UTTAR PRADESH-246701, INDIA

Syllabus

Pre-Ph.D. Course Work

Management

Effective from Academic Session (2024-2025)

Course Structure and the Assessment Scheme of Pre Ph.D. Course Work Syllabus

SN	Paper Code	Subject	Credits L:T:P	Total credit	Total marks (Internal+ External)	Minimum marks to be scored for successful completion
1		Research Methodology (Common for All)	3:1:0	4	40+60	50
2		Research & Publication Ethics (Common for All)	1:1:0	2	20+30	25
3		Quantitative Methods and Computer Applications (Common for All)	3:1:0	4	40+60	50
4		Contemporary Trends in Management and Commerce	3:1:0	4	40+60	50
5		Field work (Seminar/ workshop/ conferences/ literature review)	0:0:4	4	(100+00)	50
Total				18	450	225

Note: 1. A Ph.D. scholar must attain a minimum of 55% marks in aggregate.

2. Internal marks shall be based on assignments/class activity/case study and other academic activities provided by course instructor.

Programme objectives:

1. Equip themselves with ethical issues related to Research and Publication.
2. Offer expertise, resources, and services to the community in the field of business management.
3. Proficiency with fundamental knowledge in several specialized areas of research and expertise in at least one area of research related to the latest advancements and emerging trends in the field of business management.
4. To contribute the advancement of knowledge and technology for enhancing activities in academia & industry.
5. To organize and conduct research (advanced project) in a more appropriate manner.

Programme Outcomes:

1. Provide students with knowledge, general competence, and analytical skills in Research Methodology, Research& Publication Ethics and business management.
2. Build their foundation for research in business management.
3. Provide hands-on experience to carry out research work in business management as well as interdisciplinary areas.

4. Knowledge and understanding of ethical standards in proposing, executing, and communicating social science research.
5. Ability to communicate concepts and results to management professionals in the form of conference papers, journal papers, and/or oral presentations etc.

Programme Specific Outcomes:

1. Apply appropriate research methodology, tools & techniques for systematic investigation, data analysis and solving the problems.
2. Gain ability to apply knowledge of latest concepts and skills in the field of business management.
3. Get familiar with current research trends in various core areas of business management.
4. Inculcate leadership abilities among the students to lead and excel in their respective fields.

Paper-I: Research Methodology (Common)

Course objectives:

1. To understand some basic concepts of research and its methodologies & identify appropriate research topics.
2. Select and define appropriate research problem and parameters.

Course outcomes:

1. To familiarize the research scholar with the fundamentals of scientific research.
2. To develop understanding of the basic framework of research process.
3. To develop an understanding of various research designs and techniques.
4. To identify various sources of information for existing research and data collection.
5. To develop an understanding of the ethical dimensions of conducting applied research.
6. Apply the theoretical and experimental knowledge into research work.

Unit-I

- **Scientific Research:** Meaning, importance and characteristics of scientific research, validity in research, Selection and formulation of Research Problem, Research Design, Phases/stages in research; types of research- qualitative, quantitative, experimental, exploratory, empirical, descriptive, ex-post facto, case studies, historical studies, philosophical studies, quasi-experimental; ethical problems in research; constructs and variables- nature of construct and variables, concept of constructs, type of variables, continuous and categorical, constructs, observables and intervening variables; Review of literature- purpose of the review, sources of the review, preparation of index card for reviewing and abstracting.

Unit-II

- **Methods of Research:** General Survey of various methods including Survey Method, Interdisciplinary Method, Case Study Method, Sampling Method, Observation Method, Interview Method, Schedule Method, Questionnaire Method, Documentary Method, Library Method, Historical Method and Scientific Method. Characteristic Features of Scientific Method; Empirical Verifiable, Cumulative, Self - Correcting, Deterministic, Ethical & Ideological neutrality (Value Free).

Unit-III

- **Problem Identification and Hypothesis Formation:** Problem- meaning and characteristics of a problem, types of problem, generality and specific of problem; hypothesis- meaning and characteristics of a good hypothesis, types of hypotheses, formulating a hypothesis, ways of stating a hypothesis; testing experimental hypothesis- standard error, test of significance, level of significance, degrees of freedom, errors in hypothesis- type I, type II errors.

Unit-IV

- **Sampling and Research Design:** Meaning and types of sampling; probability and non-probability sampling. Methods of drawing samples, requisites of a good sampling method, sample size, sampling error; meaning and purpose of research design, types of

research design, criteria of a good research design, basic principles of experimental design.

Unit-V

- **Report Writing:** Meaning and significance of report writing, types of report, steps in writing report, layout of the research report, precaution in writing research report, developing thesis report, formatting, inside citations, references and bibliography. Locating Information on a Topic of Interest, Acquiring Copies of Articles of Interest, The Nature of Scientific Variables, Conceptual Versus Operational Definitions of Variables, Levels of Measurement, Various Paradigms, The Basic Format for a Research Report, Identification of the Parts of a Research Report, Citation and Referencing Styles, Essentials of Report Writing, Aids for Writing Good Research Report

Suggested Reading:

- Bagchi, Kanak Kanti (2007) Research Methodology in Social Sciences: A Practical Guide, Delhi, Abijeet Publications.
- Kothari, C.R (2004) Research Methodology: An Introduction, Delhi, New Age.
- Flyvbjerg, Bent (2001) Making Social Science Matter: Why Social Inquiry Fails and How it can Succeed Again, United Kingdom, Cambridge University Press.
- Goodde and Hatte (1952) Methods in Social Research, New York, McGraw – Hill.
- Cooper & Schindler, Business Research Methods, Tata McGraw Hill.
- Broota, K.D., Experimental Designs in Behavioural Research, New Age International.
- Singh A. K., Test Measurement and Research Methods in Behaviours Sciences, Bharti Bhawan.

Paper-II: Research & Publication Ethics (Common)

Course objectives:

1. To understand the philosophy of science and ethics, research integrity and publication ethics research misconduct.
2. To understand indexing and citation databases, open access publications, research metrics (citations, h-index, impact Factor, etc.), predatory and clone Journals.

Course outcomes:

1. To develop an understanding of research ethics, publications misconduct and plagiarism.
2. To develop Intellectual honesty and research integrity as per committee of publication ethics.
3. To identify various sources of information for data bases and research matrices.
4. To develop an understanding of Open access publications and initiatives.
5. To understand the usage of similarity index tools.
6. Appreciate the components of scholarly writing and evaluate its quality

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

II. Scientific Conduct: Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification and Plagiarism (FFP), Redundant publication: duplicate and overlapping publication, salami slicing, Selective reporting and misrepresentation of data.

III. Publication Ethics: Publication ethics: definition, introduction and importance, Best practices / standards 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 contributor ship, Identification of publication misconduct, complaints and appeals, Predatory publishers and journals Practice.

IV. Open Access Publishing: Open access publications and initiatives, SHERPA / RoMEO online resource to check publisher copyright and self-archiving policies, Software tools to identify predatory publications developed by SPPU, Journal finder / journal suggestion tools viz. JANE, Elsevier journal Finder, Springer, Journal Suggester, etc.

V. Publication Misconduct: Group Discussion, Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad. Software tools, Use of plagiarism software like Turnitin, Drillbit, iThenticate and other open-source software tools.

VI. Databases and Research Metrics: Databases, Indexing databases, Citation databases: Web of Science, scopus, etc., Research Metrics, Impact factor of journal as per journal Citation report, SNP, SJR, IPP, Cite score, Metrics: h-index, g index, i10 index, altmetrics.

Paper-III: Quantitative Methods and Computer Applications (Common)

Course objectives:

1. To gain familiarity about various data collection tools and techniques, data analysis and interpretation along with the application of computer and statistical software in research.
2. Application of various statistical and computer software's in research and development.

Course outcomes:

1. Analyse qualitative and quantitative data, and explain how evidence gathered supports or refutes an initial hypothesis.
2. Describe descriptive and inferential statistics techniques.
3. To apply the statistical techniques and computer software's for data analysing.
4. Develop research skills of administering research tools and data collection.
5. Able to locate the research studies available in the Internet and use of online journals and books,
6. Use computer techniques and software's for research & data analysing.

Unit-I

- **Measurement and Scaling Techniques:** Measurement in research, measurement scales sources of errors in measurement, tests of second measurement, techniques of developing measurement tools, meaning of scaling, scale classification bases, important scaling techniques, and scale construction techniques.

Unit-II

- **Data Collection, Processing and Analysis:** Methods of data collection – primary data, secondary data; primary data collection – observation method, interview method, questionnaires, schedules, guideline for constructing questionnaires/schedules, secondary data collection of, selection of appropriate method of data collection; coding, editing and tabulation of data, charts and diagrams used in data analysis, bar and pie diagrams and their significance; measures of central tendency, measures of dispersion; correlation and regression analysis - meaning and uses, methods of calculation of coefficients and their analysis and implication. sampling distribution, sampling schemes and sample sizes, confidence interval for the mean, t-statistic, z-statistic, confidence interval for the population variances, hypothesis testing, test of hypothesis for the population mean, population variance and ratio of two population variances; applications of z-test, t-test, f-test and chi-square test, association of attributes and techniques of testing, ANOVA.

Unit-III

- Fundamental knowledge of computer, statistical software and their application, application of statistical tests/techniques through the use of statistical software like SPSS, scientific packages like LISREL, AMOS, and SYSTAT for documentation and report generation.

Unit-IV

- **Introduction to MS-Office:** MS-WORD, MS-EXCEL, MATLAB, LATEX, MINITAB, R- programming. Applications of AI & ML in research.

Suggested Reading:

- Power Analysis for Experimental Research: A Practical Guide for the Biological, Medical and Social Sciences by R. Barker Baushell, Yu-Fang Li, Cambridge University Press.
- Chandan J. S., Statistics for Business and Economics, Vikas Publications.
- Broota, K.D., Experimental Designs in Behavioral Research, New Age International.
- Singh A. K., Test Measurement and Research Methods in Behavioral Sciences, Bharti Bhawan.
- Joyce Cox & Polly Urban, Microsoft Office, Galgotia Publishing.
- Sinha P.K., Computer Fundamentals, BPB Publishing.
- LaTeX: A Document Preparation System, 2/E Pearson Low Price Edition by Lamport.
- MATLAB: An Introduction with Applications by Gilat, Wiley India Pvt. Ltd.
- Getting Started with MATLAB by Rudra Pratap, Oxford University Press.

Paper-IV: Contemporary Trends in Management and Commerce

Course Objectives:

1. To develop a comprehensive understanding of key business and management principles across accounting, cost management, financial management, economics, and human resources.
2. To equip students with practical skills to apply financial, managerial, and economic concepts in real-world business scenarios, thereby enhancing their problem-solving and decision-making abilities.
3. To provide an in-depth understanding of financial analysis tools, budgeting techniques, and economic principles that influence business strategy and operations.
4. To introduce students to the core functions of management including human resource management, marketing strategies, and international business practices.
5. To cultivate the ability to analyze and interpret financial data, and make informed decisions in areas like investment, cost management, and financial structuring.
6. To prepare students to understand and manage the challenges of modern business environments, with an emphasis on emerging global and financial trends.

Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Demonstrate a strong grasp of fundamental accounting principles and apply them to the preparation and analysis of financial statements, ensuring accurate financial reporting.
2. Analyze and interpret financial and cost data to make informed managerial decisions, particularly in the areas of budgeting, cost control, and financial planning.
3. Evaluate business investments using advanced capital budgeting techniques and understand the factors influencing financial decision-making in both short-term and long-term contexts.
4. Apply economic theories and principles to understand the dynamics of markets, international business, and banking, including demand and supply, pricing strategies, and foreign exchange systems.
5. Utilize key management tools related to human resource planning, recruitment, and selection, and understand the role of human resources in achieving organizational goals.

Develop marketing strategies based on market research, buyer behavior analysis, and segmentation techniques, while understanding the broader marketing environment and its impact on business.

7. Critically assess financial structures and management decisions, including capital structure theories and dividend policies, to optimize organizational financial health and profitability.

8. Apply a holistic view of business management, integrating knowledge of various business functions like accounting, finance, economics, and marketing to solve complex business problems and improve organizational performance.

Unit-I

General Practices of Management: History, Theories of Management, Management – Concept, Process, Adaptive Management Practices, Decision Making, Planning concept, Organisation Structure, Change Management in Dynamic Environments, Controlling-Importance of Control, Control Mechanisms, Sustainability in Management Practice, Innovation Management in the Digital Era, Corporate Governance: Principles, Policies and Practices.

Unit-II

Accounting: Accounting Concept and conventions, GAAP, Accounting Standards in India, Harmonization of Indian Accounting Standards, Financial statement Analysis: Ratio Analysis, Cash Flow Analysis, Green Accounting, Responsibility Accounting, Human Resource Accounting, Forensic Accounting and, Inflation Accounting.

Unit-III

Human Resource Management: Human Resource Management, the evolution of HRM, Key Drivers of Change in HRM, Technology and Digital Transformation in HRM, Talent Management and Leadership Development, Employee Engagement, Global HRM and Cross-Cultural Management, Diversity, Equity and Inclusion (DEI)

Unit-IV

Financial Management: Profit maximisation v/s Wealth Maximisation, Capital Budgeting, Methods of Capital Budgeting, Traditional and Modern Method of Evaluation, Working Capital Management, Dividend decisions, Financial Markets, Emerging Short-term & Long-term Financial Instruments, Financial Decisions, Cost of capital, Capital Structure, Theories of Capital structure, Behavioural Finance.

Unit-V

Marketing in the Digital Age: Overview of the digital marketing landscape (social media, content marketing, mobile marketing), Market Segmentation, Targeting & Positioning, Buyer Behaviour, New Product Development, Consumer Psychology and Decision-Making, Consumer Trends in the Digital Era, Digital Marketing Tools and Platforms, Brand Management in the Modern Era. Nature and Concept of E-commerce, Types of E-commerce, IT Act, 2000

Suggested Reading:

1. Gupta, R. L. and Radhaswamy M.-Advanced Accounting, S. Chand, New Delhi
2. Arunanandan and Raman-Advanced Accounting, Himalaya, Delhi

3. Pandey, I. M., Financial management, Vikas Publishing House Pvt. Ltd., Noida, 2005, 10th ed.
4. Khan, M.Y. and Jain, P.K., Financial management Text, Cases and Problems, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 2007
5. Philip Kotler, Marketing Management, Prentice Hall
6. S. Anil Kumar, V. Rajesh Kumar and B. Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi.
7. Varsney& Maheshwari, Managerial Economics
8. DeNisi, A.S. ,Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning
9. Chaffey, D.: E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education, Noida, Uttar Pradesh.
10. Fernando A.C.: Corporate Governance: Principles, Policies and Practices