

Ph.D. course-work in Business Administration

Programme structure: The pre-Ph.D. course-work shall be of one semester consisting of two courses of 4 credits each. Each course would be evaluated out of 100 marks with a weightage of 30 marks for internal evaluation and 70 marks for semester end examination.

Programme Objectives: The Ph.D. in Business Administration program trains scholars to develop and test management theories and practices in a scientific way. The Pre-Ph.D. course-work programme is a preparatory programme for the Ph.D. scholars. It focusses on making the scholars familiar with the methods and issues of research. It builds student's capacity for learning and abilities to augment knowledge in the domain.

Programme Outcomes: The scholars learn to:

- Define business management related problems with micro and macro perspective
- Describe and distinguish advanced literature
- Apply research skills to test and analyse information
- Enhance practical and theoretical knowledge in the management domain
- Develop collaboration skills and ethical values

Programme Specific Outcomes: On completion of the Ph.D. program in Business Administration, the students will be able to:

- Identify and describe research problems in business management
- Design and conduct original research in the area
- Write and publish quality research papers
- Demonstrate ability to teach courses in their area of specialization
- Demonstrate high ethical standards in business research, teaching, and social life.

Internal evaluation: Internal evaluation would be based on class performance, class test and assignments based on review of research articles published in refereed journals.

Paper I: Research Methodology

Course Objectives:

The course strives to make the scholars well-versed with the fundamentals of research methods, types of research, data collection methods, tools and techniques used for analysis, inferences, conclusions along with various statistical tools of analysis and interpretation. The course is designed to provide a blend of traditional and modern theoretical and practical concepts, along with giving first-hand experience of using various software useful in research work.

Course Outcomes: This course will develop students' ability to:

- Explain and describe research problems in light of theory
- To review literature and identify gaps in research design, research method and process
- Identify constructs and relate them with theory and practice
- Describe and compare and select appropriate quantitative research methods and interpret the results
- Design questionnaire to collect information for research
- Analyse the information collected from different sources
- Write and present reports and research articles

Unit – I

Purpose and philosophy of research, Research process, Review of Literature, Hypothesis and prepositions, Research design, Psychometric analysis, Constructs and measurements, Reliability and validity, Response and test biases.

Unit – II

Sampling techniques and sample size, Questionnaire design, Collection of data and data presentation, Statistical inference, Interpretation and conclusion, Report writing – steps and layout, Bibliography and References, Formats of publication in research journals, Presentation of reports.

Unit – III

Computer applications: MS-Excel, SPSS, etc., Univariate and descriptive statistics, Bivariate analysis: Correlation, Regression, ANOVA, Discriminant analysis.

Unit – IV

Multivariate analysis: Multiple regressions, MANOVA, Cluster analysis, Factor analysis, Conjoint analysis, Structured equation modelling.

Paper II: Issues in Management Research

Course Objective:

The course strives to make the scholars well-versed with the fundamentals of qualitative research method and case study method of research. It also provides useful insights to the research scholars about the various contemporary issues and areas of research in the field of Business Administration. It also strives to familiarise the scholars with the role of operations research and econometrics in solving research problems. This course intends to help the scholars choose their topic and theme of research for their Ph.D. research work.

Course Outcomes: The course will develop students' ability to:

- Describe and distinguish between different types of qualitative research methods
- Apply qualitative research methods to research issues
- Design, plan, and implement case study research methods
- Gain insight into various emerging issues and trends in business management to formulate research problem
- Apply operations research techniques and econometrics to solve research problems

Unit – I

Introduction to qualitative research, Qualitative research process, collecting qualitative data, analysing qualitative data, Grounding and writing qualitative research.

Unit – II

Introduction to Case-study research, designing case studies, collecting case study data, analysing case study data, writing case study report.

Unit – III

Strategic analysis: trends in Indian and Global business environment, industry and competitive analysis, prospective analysis, distress prediction, business valuation and valuation models, sources of competitive models, strategic portfolio analysis, corporate governance and transparency, corporate restructuring and BPR, performance management.

Unit – IV

Corporate social responsibility, Sustainable business models, Management of Innovations, applications of operation research techniques, applications of econometrics.