Course Work for Ph.D. in Management

The Ph.D. Course work for Management shall consist of Two papers, with one compulsory paper and one optional paper. The optional paper will be selected by the candidates out of four papers. The list of the papers for the course work is as under:

**Compulsory papers: -**

1. Research Methodology in Management

**Optional papers: -**

1) Contemporary issues in Marketing Management
2) Contemporary issues in Finance and Financial Markets
3) Contemporary issues in Human Resource Management
4) Contemporary Issues in Global Business Environment
5) Management Thought and Contemporary Management Theory

Each paper will be of 100 marks consisting of 70 marks for theory paper and 30 marks for Internal Assessment. The qualifying marks will be 35 in theory and 15 marks in Internal Assessment.

Note: The completion of Ph.D. course work shall be essential for synopsis submission.

Instructions to Paper Setter:

1. Time allowed for attempting the question paper will be 3 hours.
2. There shall be 10 questions in all with 2 questions from each of the 5 UNITs.
3. All questions will carry 14 marks each.
4. Students are required to attempt 5 questions with One question from each UNIT.
Ph.D. Course Work

Research Methodology in Management

Course OBJECTIVEs

To understand the concept and process of Business research in business environment, to know the use of tools and techniques for exploratory, conclusive and causal research, to understand the concept of measurement in empirical systems and its validity and reliability, to use statistical techniques for analysis of research data and to realize the applications of Business research. The course will also introduce students to the safeguards against errors in both data collection and data analysis and reporting.

UNIT I

Introduction to Business Research: The Nature of Research; identifying the underlying conceptual elements of the research issue; Theoretical Approaches to Research. Planning And Designing A Research Study: Choosing A Research Topic, Review of Literature, Types of Reviews, Sources of Research Literature, Writing of Review.

UNIT II


UNIT III

Research Design: Different type of Research design; Rationale behind choosing an appropriate Research Design for different types of Research Study. Sampling design, Probability and Non-Probability sampling, Sampling and Non-Sampling errors.

UNIT IV

UNIT V


Recommended Books: -

2. Panner Selvam R, "Research Methodology," PHI
3. Copper & Schinder, "Business Research Methodology," THM.
Management Thought and Contemporary Management Theory

UNIT I
Early Writing in Management, Classical theories: Scientific Management, Administrative management, Bureaucratic Management.

UNIT II

UNIT III
Management of Business Environment, Corporate Social Responsibility, Ethics and Values System in Indian Business.

UNIT IV
MBO and TQM, Creativity and Innovation in Management, Change Management, Organizational Transformation, Technology Management, Knowledge management and Learning Organizations.

UNIT V

Recommended Books: -
2. Dr. Prabhudutta Sharma,” management Thought & Thinkers”, Vishwabharti, Publication, New-Delhi.
Contemporary Issues in Marketing Management

OBJECTIVE
The course aims to develop understanding of the Modern day marketing functions in the corporate enterprises and various research and policy implications. To develop knowledge and understanding of Ph.D. students on the various aspects of modern marketing management. To enable students to identify research issues in the specialization area. To develop insight of students as to the area and topic in the area that they may work up to develop their Ph.D. proposals.

UNIT I
Orientation of Modern Marketing and Analyzing Market Opportunities:
Role of Marketing in Corporate sector in Recent era: 4Ps & beyond, Marketing Challenges, Marketing information system and Marketing Research, Strategic Planning in Marketing Management.

UNIT II
Customer Evaluation of Service Quality: Gaps Model for improving the Quality of Service - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery.

UNIT III
Measurement Process in Marketing Research: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability; Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications.
Applied Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research. Use of Statistical Package for Social Sciences (SPSS) in Marketing Research.
UNIT IV

**Supply Chain Management:** Components of SCM, Physical Distribution System; Distribution Channels, Types & Functions, Selection, Cooperation and Conflict Management.

**Retail Marketing:** Retailing in India, Significance of retail industry, Marketing retail equations, new role of retailers, Indian retail scenario and its future prospects, Retail Formats and Theories, Theories of retail development, Concept of retail life cycle, Classification of retail stores, the role of franchising in retail. FDI in retail.

**Understanding the Retail Consumers:** The factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer, the use of market research as a tool for understanding markets and consumers, Store Locations.

UNIT V


**Competing through E-Marketing** – Components of e-marketing, Impact of e-Marketing on marketing Strategy.

**Recommended Books:**

Contemporary Issues in Finance and Financial Markets

OBJECTIVE:

The OBJECTIVE of the course is to familiarize the students with the advanced knowledge in the discipline of financial management. The course has been designed to provide the research students with knowledge of emerging issues and trends in financial markets and new innovations in the financial sector. The emphasis in the course will be on the practical knowledge along with the conceptual understanding of the subject. The course also aims at providing an international perspective in the field to the students.

UNIT – I

Financial Management and Policy

Financial Strategy: Concept, OBJECTIVEs and components of Strategic planning process. Linkage between corporate strategy and financial strategy; implications of capital budgeting, capital structure and dividend policy on corporate strategy; Shareholders value creation.


UNIT-II


Stock Indices, Role of FIIS, MFs, and Investment Bankers in the Stock market.

UNIT-III

Issues in Corporate Restructuring: Need, Methods of restructuring, Mergers and Acquisitions, Divesture, Contracting out, Outright sale, Disinvestment, leveraged buyout.


Behavioral Finance: Conceptual and Research Issues, Micro Financing in India, Financial inclusion and role of Banks.
UNIT IV

**Multinational Financial Management:** Its organization, Opportunities and challenges of Multinational Corporations; Foreign Exchange Markets: Spot market, Forward market. Mechanism of foreign exchange management, Derivatives: forwards, futures, options, swaps.

UNIT-V

**Banking System in India:** Organisation, Structure, Emerging scenario of Banking in India, Entry of Private and foreign Banks. Financial Innovation and Opportunities for Banks: Universal Banking, Banc assurance, Factoring and Securitization.


**Recommended Books:** -

Contemporary Issues in Human Resource Management

OBJECTIVE:

The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrating the steps necessary for effective implementation. Upon completion, the Ph.D. student should be able to indicate and explain various research issues in HR interventions that may be required when dealing with the work environment, people and problems.

UNIT-I

An overview of Human Resource Management: Framework of HRM in the present day corporate sector; environmental scanning, HRM in the Global Context. Challenges of HRM. Strategic HRM.


Retention Strategies: Counseling & Mentoring, Managing Separations and Rightsizing.

UNIT-II

Organizational Change & Development: Measurement and Coping strategies for frustration, Stress & Burn out. Quality of Work Life, Work Life Balance, Motivation, Leadership Styles, Job Satisfaction, Organization Culture, Organizational Effectiveness

UNIT-III


UNIT-IV


HRD: HRD Practices, HRD Audit, HRD Culture & Climate, Strategic HRD
UNIT-V

**International Human Resource Management:** Dynamics of HRM in Multinational Corporations, Cross Cultural HRM. Human Relations Challenges of the Future.

**Recommended Books:**

7. Pareek U; Understanding Organizational Behaviour, Oxford University Press.
CONTEMPORARY ISSUES IN GLOBAL BUSINESS ENVIRONMENT

OBJECTIVEs

The broad focus of this course will be to understand the important linkages between domestic economy and its external sector, to gain the conceptual clarity of the theoretical aspects of international trade and finance, to examine the broad pattern of changes in the international economic policy, to examine the business implications of international economic environment, to identify the basic macroeconomic relationships as they affect the behavior of firm and to incorporate international issues in designing corporate strategies in a fast changing environment.

UNIT I

Global Business Environment: Concept, Importance, Rationale; Globalization and its Phases. Traditional Schools of International Political Economy: Mercantilism; Liberalism; and Marxism.

UNIT II

Regional Integration and Economic Blocks: Levels of Regional Economic Integration; Leading Economic Blocks: European Union (EU): North America Free Trade Agreement (NAFTA); South Asian Association of Regional Cooperation (SAARC); Association of South East Asian Nations (ASEAN); Brazil Russia India China South Africa Group (BRICS).

UNIT III

International Finance: Importance, Types of International Transactions, Risks in International Transactions. Foreign Investments: Portfolios Vs Foreign Direct Investments (FDI); Role and Impact on Developing Countries. Development in International Monetary Systems: Bretton Woods System; Contemporary International Monetary Arrangements; Foreign Exchange Mechanism and its Determinants; Brief Overview of the European Monetary System, Balance of Payments: Concepts and Components with Special Reference to India.

UNIT IV

UNIT V


Recommended Books: