

Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore



Syllabus

P.HD COURSE WORK



**INSTITUTE OF MANAGEMENT STUDIES
D. A. UNIVERSITY, INDORE
NOMENCLATURE AND COURSE OUTLINE
PHD MS9Z [2018]**

| S.NO. | Subject Code | SUBJECT | NATURE |
|--------------|---------------------|------------------------|---------------|
| 1 | PHM11 | Research Methodology | Core |
| 2 | PHM12 | Review of Literature | Core |
| 3 | PHM13 | Computer Applications | Core |
| 4 | PHM15 | Advances in Management | Core |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
|---|----------------------|---------------|-------------------------|
| P.H.D. MS9Z | | | |
| Subject Name | RESEARCH METHODOLOGY | Subject Code | PHM11 |
| | | Total Credits | 03 |
| Subject Nature: CORE | | | |
| Course Objective: At the completion of this course students should be able to: | | | |
| <ul style="list-style-type: none"> • Understand the basic philosophical assumptions underlying research. • Be able to manage the process of conducting a research, including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing. • Be able to write a quality research paper. • Understanding the concepts of analytical tools. • Understanding the applications of tools in research. | | | |
| Pedagogy- This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for research. They will work individually or in small groups to carry out each phase of a systematic research. Students will be also encouraged to develop their research reports into publishable papers. This course will combine a variety of tools including class room lectures, case discussions and practice sessions. | | | |
| Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems. | | | |
| Course Contents | | | Contact Sessions |
| Part I Research Methodology Part II Data Analytics | | | |

| | | |
|--|--|------------------|
| <p>UNIT –I Part I-Research</p> <p>Part II-DA</p> | <p>I Meaning - significance – purpose – types – scientific research - Steps in Research.</p> <p>II Data Editing, Data Presentation, Data Normalization</p> | <p>06</p> |
| <p>Unit-2 Part I-Problem and Hypothesis Formulation: Part II-DA</p> | <p>I Identification, selection and formulation of research problems, research questions – hypothesis formulation.</p> <p>II Introduction to Measurement of Central Tendency and Variations.</p> | <p>06</p> |
| <p>Unit-3 Part I-Sources of Data Part II- DA</p> | <p>I Primary data and Secondary data – meaning, relevance and limitations.</p> <p>II Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye’s Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications</p> | <p>06</p> |
| <p>Unit- 4 Part I- Research Design: Part II-DA</p> | <p>I.Types of Research Design: Exploratory; Descriptive and Causal. Various Research Techniques; Experimental Research Designs.</p> <p>II. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).</p> | <p>06</p> |
| <p>Unit -5 Part I- Sampling:</p> <p>Part II-DA</p> | <p>5.1 Meaning – sampling theory - types of sampling – steps in sampling –</p> <p>5.2 sampling design – sample size – sampling techniques and methods - sampling and non-sampling errors – advantages and limitations of sampling.</p> <p>Simple Correlation & Regression: Correlation (Karl Pearson’s and Spearman’s Coefficient), Methods of computing simple correlation and regression (Least square method).</p> | <p>06</p> |

| | | |
|---|--|------------------|
| <p>Unit -6 Part I-Data Collection Tools:</p> <p>Part II-DA</p> | <p>6.1 Collection of Primary Data - Drafting Questionnaire -Data Collection through Questionnaire - Data Collection through Schedules</p> <p>6.2 Collection of Secondary Data –Development of survey instruments. Standardization of instruments.</p> <p>Hypothesis and Hypothesis testing Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, ANOVA, t-test, z-test, U test, Kruskal-Wallis test, chi square test.</p> | <p>07</p> |
| <p>Unit -7 Part II-DA</p> | <p>7.1 Advance Data Analysis tools : Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminant and Canonical Analysis, Conjoint Analysis.(Concepts and applications only)</p> <p>7.2 Use of SPSS for data analysis</p> <p>7.3 Qualitative Research: Conceptual Issues, Methods and Applications</p> | <p>08</p> |
| <p>Text Readings: (Latest readings)</p> <ul style="list-style-type: none"> • William G. Zikmund, “Business Research Methods”, Orlando: Dryden Press. • C. William Emory and Cooper R. Donald, “Business Research Methods”, Boston, Irwin, 4th Ed., 1991 • Fred N Kerlinger, “Foundations of Behavioural Research”, New Delhi: Surjeet Publications. • H.W. Boyd, R. Westfall and S.F. Stasch, “Marketing Research -Text and Cases”, Richerd D. Irwin. • Naresh K. Malhotra, “Marketing Research An Applied Orientation”, Pearson Education • Elhance D N, Veena Elhance and Agrawal B M, “Fundamentals of Statistics”- Kitab Mahal Publications. • Levin and Rubin, “Statistics for Management”- Pearson Publications | | |

- Ken Black, “Business Statistics”- Wiley Publications.
- Hair J F , Black W C , Babin B J and Anderson R E, “Multivariate Analysis” – Pearson Publications
- Asthana B S, “Business Statistics”, S Chand Publications

| INSTITUTE OF MANAGEMENT STUDIES | | | |
|--|-----------------------------|----------------------|-------------------------|
| P.H.D. MS9Z | | | |
| Subject Name | Review of Literature | Subject Code | PHM12 |
| | | Total Credits | 03 |
| Subject Nature: CORE | | | |
| Course Objective: | | | |
| <p>At the completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Understand the basic philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom, and how? • Be able to manage the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. • Understand the process of synthesizing and writing literature results. • Be able to write a quality literature review with variations in references / citation style. | | | |
| <p>Pedagogy This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for review. They will work individually or in small groups to carry out each phase of a systematic literature review. Students will be also encouraged to develop their reports into publishable papers.</p> | | | |
| Examination scheme: | | | |
| <p>The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.</p> | | | |
| Course Contents | | | Contact Sessions |

| | | |
|---|--|-----------|
| UNIT –I Understanding Review of literature | Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for a review; Plagiarism – concerns and cautions | 09 |
| Unit-2 Organizing a literature search: | Identify which literature bases to search; Developing the theoretical basis for the Research Question; Searching for, locating and organizing relevant professional literature – books, journals, reports, websites etc. | 09 |
| Unit-3 Conducting the Review | Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question; | 09 |
| Unit-4 Synthesizing the Review: | Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings. | 09 |
| Unit-5 Writing the review | Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; The redrafting process; Professional formatting | 09 |
| | TOTAL CLASSROOM CONTACT SESSIONS | 45 |

Text and Reference Books:

- Christopher Hart, (1998), *Doing a literature review: Releasing the social science search imagination*, London: Sage.
- Lawrence A. Machi and Brenda T. McEvoy (2012), *The literature review: Six steps to success*, California: Corwin (Sage).
- Diana Ridley (2012), *The literature review: A step-by-step guide to students*, London: Sage
- Jill K. Jesson, Lydia Matheson and Fiona M. Lacey, *Doing your literature review: Traditional and systematic techniques*, London: Sage.

- Christopher Hart, (2001), *Doing a literature search*, London: Sage.

| INSTITUTE OF MANAGEMENT STUDIES | | | |
|--|--|----------------------|-------------------------|
| P.H.D. MS9Z | | | |
| Subject Name | Computer Applications | Subject Code | PHM13 |
| | | Total Credits | 03 |
| Subject Nature: CORE | | | |
| Course Objective: | | | |
| At the completion of this course students should be able to: | | | |
| <ul style="list-style-type: none"> • Understand applications of IT in business and education • Identify research issues • Learn use of IT for searching, collecting and analyzing data • Use Statistical Software for data analysis • Data presentation | | | |
| Pedagogy- This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience in the form of computer based exercises. Students will be also encouraged to apply IT tools for their research projects. | | | |
| Examination scheme: | | | |
| The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems. | | | |
| Course Contents | | | Contact Sessions |
| UNIT –I Introduction to computer application | Evolution of IT, Business applications of Computer, Impact of Computers on Organizations and vice versa. Technology, People and Organizational Culture . | | 06 |

| | | |
|----------------|--|-----------|
| Unit-2 | Information Systems and Research Issues in related to MIS, HRIS, ERP, CRM, SCM etc | 06 |
| Unit-3 | Internet Search and applications in research | 06 |
| Unit-4 | Word Processing and its use in Research; formatting tools, header footer, references, mailing etc. | 06 |
| Unit -5 | Data Presentation for various audience; Classification, Codification and Arrangement of Data, Data presentation in tables, charts, graphs, etc. Use of Excel for Data Analysis. | 09 |
| Unit -6 | Use of SPSS for Data Analytics | 06 |

Text Readings: (Latest readings)

- Abraham Sliberschatz, Henry F. Korth, S. Sundershan, *Database System Concepts*, New York, McGraw Hill Inc., 1997.
- Blackwell R.D. & Stephan K., (2001), *Customers Rule: Why The E-Commerce Honeymoon Is Over and Where Winning Businesses Go From Here*, Crown Business, ISBN 0-609-60865-7, pp. 71, 140-148.
- C.J. Date, *An Introduction to Database Systems*, New Delhi, Addison-Wesley, 2000.
- Elizabeth Vitt, Michael Luchevich and Stacia Minser (2002). *Business Intelligence*, Prentice Hall of India, Private Limited.
- Elias M. Awad, *System Analysis and Design*, New Delhi, Galgotia Publishing Pvt. Ltd., 2001.
- Kenneth C. Laudon and Jane P. Laudon, *Management Information Systems*, New Delhi, Prentice Hall of India Pvt. Ltd., 2000.
- Koronios, A., & Yeoh, W. (2010). Critical success factors for business intelligence systems. *Journal of Computer Information Systems*, 23-32. Retrieved from http://iacis.org/jcis/pdf/Yeoh_Koronios_2010_50_3.pdf
- Ling, C.S., & Palaniappan, S. (2008). Clinical decision support using OLAP with data mining. *IJCSNS International Journal of Computer Science and Network Security*, 8, (9).

| INSTITUTE OF MANAGEMENT STUDIES | | | |
|--|--|----------------------|------------------|
| P.H.D. MS9Z | | | |
| Subject Name | Advances in Management | Subject Code | PHM15 |
| | | Total Credits | 03 |
| Subject Nature: CORE | | | |
| Course Objective: This course is aimed at: <ul style="list-style-type: none"> • Providing theoretical framework of management concepts and practices • Understanding basic managerial processes for planning, organizing and decision making | | | |
| Learning Outcome: <ul style="list-style-type: none"> • Acquiring managerial skills for smooth functioning in the organization • Developing a problem solving approach Familiarizing with strategic and emerging issues in management | | | |
| Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems. | | | |
| Course Contents | | | Contact Sessions |
| UNIT –I Management: History, approaches | 1.1 development of various schools of thought, from scientific management to post modern management (current) 1.2 Short comings, pitfalls, strengths and threats of various approaches. The trend during and after the Post liberalization era. , Related research issues | | 09 |
| Unit-2 Decision making | 2.1 Point planning, rule, strategy, strategic issues based on planning orientation. Decision making - types, resources, rational decisions, decision tree, implications of group decision making on management, Related research issues | | 09 |
| Unit-3 Strategy leads to structure: | 3.1 Types of organizational structures. Organizational Design, Chart and Departmentalization, Span of control, Authority-responsibility, centralization - decentralization , delegation. 3.2 Theories of organizations. Boundaryless and structureless organization. Empowering and authority - reasonability functions, Related research issues. | | 09 |

| | | |
|--|---|------------------|
| <p>Unit- 4 Motivation and leadership (No theories) significance</p> | <p>4.1 relevance and purpose on Managerial performance 4.2 Control - Types - Production, Financial and Human resources - feed forward control. 4.3 Control leads to planning and reorganizing - Control as an end result variable, Related research issues</p> | <p>09</p> |
| <p>Unit -5 Management Today:</p> | <p>5.1 Contemporary issues in Management 5.2 Competitive Advantage – SWOT analysis - Compliance and Quality Audit. 5.3 Core competence and Business Process Outsourcing (BPO), Re-Engineering, Internationalization of business, TQM and employee work culture, Boundary less organization, Performance out sourcing, Related research issues</p> | <p>09</p> |
| <p>TOTAL CLASSROOM CONTACT SESSIONS</p> | | <p>45</p> |
| <p>Text Reading: Latest Editions 1. Text Readings 1. Robbins, Decenzo, Agarwal, Bhattacharya, Essentials of Management,2011, Pearson Education, New Delhi. 2. Koontz, Weihrich, Essentials of Management, 2004, Tata Mcgraw Hill, New Delhi</p> | | |