

**Department of Business Administration
Berhampur University-760007
PhD Course work**

The course work is prerequisite for Ph.D programme as per 2009 UGC guidelines. The course work consists of two papers of 16 credit points. Such course work shall be prepared by the respective BoS and shall be approved by the Academic Council. Each paper carries full mark of 100, and in order to pass, a candidate has to secure minimum 50 marks in each paper. Detailed Syllabi and Courses of Study for PhD course work are as follows:

Paper-I Research Methodology (8 Credits)

Unit-I

Research: Meaning, Uses, Research process, Types of research: Pure, Applied, Historical, Analytical, Descriptive and Experimental, Selection of research problem, Review of Literature, Hypothesis: meaning, sources, types and characteristics, Research Design: types of design, Ethics in Research.

Unit-II

Tools for Data Collection, Construction of Schedule & questionnaire, Index and Scales, Process of data collection, Interview: Purpose, Types and techniques of interview, Mail survey, Telephonic survey, Case Study, Observation: Types of observation, Focus Group Discussion, Content Analysis.

Unit-III

Sampling: Meaning, & Importance, Characteristics of a good sample, Probability & Non probability sampling, Methods of sampling: Simple random, Stratified random, Cluster sampling, Systematic sampling, Multiple sampling, convenience sampling, snowball sampling, Quota Sampling, selection of sample, factor affecting the size of the sample, Ways of selecting sample size, Biased sample, sampling and non sampling errors.

Unit-IV


Classification & Tabulation of Data: Graphical and Diagrammatic representation, Correlation and Regression Analysis, Testing of Hypothesis, Parametric and Non-Parametric tests, Data Analysis: Uni-Variate, Bi-Variate and Multivariate Analysis, Chi Square test and t-test, Z-test.

Unit-V

Qualitative Data Analysis: Linking Theory & Analysis, Qualitative Data processing, Computer Based Analysis, Report Writing and Referencing, Software Application in data analysis.

References:

1. Research in Education by John W. Best, Pearson New International Edition.
2. Thesis and Assignment Writing by Anderson, Jonathan; Poole, Millicent, Publisher John Wiley & Sons, Brisbane.
3. Methods of Social Research by W.J.Goode and P.K.Hatt., McGraw-Hill.
4. Business Research Methodology by Sachdeva, J.K., Published by Himalaya Publishing House.
5. Research for Marketing Decisions by Paul E. Green, Donald S. Tull, Prentice-Hall
6. Research Methodology, by C.R.Kothari, New Age International Publishers
7. Research Methodology: Concept and Cases by D. Chawla & N. Sondhi, Vikas Publishing.


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Berhampur University

Paper -II Management Basics for Research (8 Credits)

Unit-I

Concept of Management, Functions, Process of Management, Development of Management Thought, Scientific Management- Taylor, Modern Approach- Fayol, Human Relations Approach-Mayo. Business Environment & Strategic Management, Global Environment, External Environment, Political & Business Society, Social Responsibility of Business.

Unit-II

Introduction to Marketing: Meaning, Importance, Scope, Core Concept, Marketing in Economic Development Process, Marketing Environment. Marketing Mix, Market Segmentation, Marketing Information System and Marketing Research, Studying of Consumer Behavior, Consumer Behavior and Marketing Strategies

Unit-III

Meaning, nature and scope of finance, financial goal-Profit vs. wealth maximization, Finance functions- Investment, Financing and Dividend Decisions, Capital Budgeting: Nature of investment decisions, Investment evaluation criteria- Net present value, Internal rate of return, Payback period, Accounting rate of return, Cost of Capital, Operating and Financial Leverage: Measurement of leverages.

Unit-IV

Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function, Role and functions of HR Managers, HRM Practices in India ,Human Resource Planning, Concept, Need, Method and Techniques, Market and HR Planning.

Unit-V

Basic Computer Concepts, Input and Output devices; Memory devices, Secondary storage devices. Central Processing Unit, Microsoft Excel, Creating, editing, using the different tools available in MS Excel. Performing mathematical calculations using MS Excel including various types of statistical measures. Use of MS-Word in Research report writing, Data entry in SPSS software.

References:

1. **Introduction to Computer Science** by ITL Education Solutions Ltd., Pearson Education.
2. **Essentials of business environment** by Aswathappa, Himalaya publishing House.
3. **Financial Management** by I.M. Pandey, Vikas Publishing House.
4. **Human Resource and Personnel Management** by Aswathappa, K., Tata McGraw Hill, New Delhi, Latest edition.
5. **Marketing Management** by Kevin Lane Keller Philip Kotler, Pearson.
6. **Principles of Marketing** by Philip Kotler and Armstrong, G., Prentice Hall of India.