

**Post Graduate Department of Business Administration
BERHAMPUR UNIVERSITY**

Courses of Studies (Syllabus)

For

**Pre-Ph. D. Course Work
(One Semester)**

Effective from Academic Session: 2020-21



Published By

**Berhampur University
Bhanja Bihar,
Berhampur, Ganjam--760007 (Odisha)**

Syllabus for Pre-Ph. D Course Work

(Effective for Students Taking Admission from the Session 2020-21)

About the Department

The Department of Business Administration was established in the year 1986-87 as per the UGC sanction order and got AICTE approval. The Department is a life member of Association of Indian Management Schools (AIMS). The Department offers two years (Four Semesters) regular course in Business Administration with an annual intake of 40 students. The Alumni of the Department are well placed in India and abroad. The Department also focuses on the objective of the doctoral research i.e. Ph. D in Business Administration and encourage original research in different aspects of management. The Department is equipped with highly qualified and experienced faculty members.

Objective of the Course

As per UGC guidelines, the Pre-Ph. D Course Work is a prerequisite for Ph. D Programme. The objective of the Course is to facilitate research students to undertake original research following UGC guidelines on research and publication. The course further aims at familiarizing the perspectives, pedagogy and their implications in various aspects of research to undertake quality research. The papers provided in this syllabus are aimed at imparting the knowledge and skills to the students on the recent developments and research avenues in management. It is the responsibility of the research scholars to gather insights into the topics in depth. The students are encouraged for active participation in the class room, seminar presentations, case studies, group discussions, quizzes, business games, etc.

Examination Procedure

The course work consists of four papers of 4 credit and 100 marks each i.e. total of 16 credits and 400 marks. There is no internal examination in Pre-Ph. D Course Work. The candidate has to select one elective paper from three electives of paper-IV i.e. BUAD PPE1 or BUAD PPE2 or BUAD PPE3. In the Paper BUAD PPC2 i.e. Computer Application in Business Research carries 60 marks theory and 40 marks practical. For conduct of the practical examination, the subject teacher will act as the Internal Examiner and the Controller of Examinations will appoint the External Examiner. Further, in the paper BUAD PPC3 on Research and Publication Ethics and Presentation of report on Review of Literature, the First Three Units (Unit-I, Unit-II and Unit-III) are theories of 60 marks with 12 questions of 5 marks each. Accordingly, question paper will be prepared by the Controller of Examination. Last Two Units (Unit-IV and Unit-V) are on Preparation of Report and Presentation of Report by the students which carry 20 marks each i.e. (Total 40 marks). The students are required to submit the Report on Literature Review before 15 days of Final Examination and present the said Report in presence of all the faculty members of the

Department on the same day i.e. before 15 days of final examination for evaluation. In order to pass the Course, a candidate has to secure minimum 50 percentage marks in each paper. Detailed Course of Studies for Pre-Ph. D course work is as follows.

GENERAL COURSE FRAMEWORK AND STRUCTURE

Subject Code	Name of the Paper	No of Credits	Marks
BUAD PPC1	Research Methodology	04	100
BUAD PPC2	Computer Application in Business Research (Theory- 60 marks, and Practical 40 marks)	04	100
BUAD PPC3	Research and Publication Ethics (2 Credits, 50 marks)	04	100
	Review of Literature and Presentation (2 Credits 50 marks)		
BUAD PPE1	Strategic Marketing Management	04	100
BUAD PPE2	Strategic Financial Management		
BUAD PPE3	Strategic Human Resource Management		

Detailed Syllabus

Total-16 Credits (Core- 12 Credits and Elective-4 Credits)

BUAD PPC1: RESEARCH METHODOLOGY

Duration: 6 Months

Credits: 04

Core/Elective: Core

Objective of the Paper:

The objective of this course is to enable researchers to understand and apply appropriate methodology for their research and to make them familiar with the art of using different research methods and techniques.

Course Details

Unit	Contents	Hours
Unit-I	Research, Research Process, Types of Research: Pure, Applied, Historical, Analytical, Descriptive and Experimental, Identification of a Research Problem, Research Design, and Research Proposal.	10
Unit-II	Review of Literature, Modelling Research- Model, Principles, Pattern, Data Considerations in Modelling, Solution and Testing. Heuristic and Simulation. Data Collection, Construction of Schedule and Questionnaire, Index and Scales, Process of Data Collection.	10
Unit-III	Hypothesis Testing, Sampling: Probability and Non Probability Sampling, Methods of Sampling: Factor Affecting the Size of the Sample, Ways of Selecting Sample Size.	10
Unit-IV	Classification and Tabulation of Data: Graphical and Diagrammatic Representation, Correlation and Regression Analysis, Testing of Hypothesis, Parametric and Non-Parametric Tests, ANOVA, F-test, Chi Square Test and t-Test, Z- Test, Factor Analysis.	10
Unit-V	Research Proposal writing-Format and content of Research Proposal (Synopsis), Research Article and Thesis Writing, Bibliography and Referencing styles.	10
	Total	50

Text Books and Reading Materials (Latest Editions):

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

BUAD PPC2: COMPUTER APPLICATION IN BUSINESS RESEARCH

Duration: 6 Months

Credits: 04

Core/Elective: Core

Objective of the Paper: The objective of this course is to enable students to apply computer software and internet for their research and to speed up their research activities from sourcing the data to publishing the research output. Students will learn how to use various databases for research and use of appropriate software for data analysis with precision. (Theory: 60 Marks and Practical: 40 Marks)

Course Details

Unit	Contents	Hours
Unit-I Theory (20 Marks)	Fundamental of Computers and Software: Introduction to Computers and Operating System, MS-Office and its application, File Handling In Window, Research Publishing Tool- MS-Word- Creating, Editing, Saving Files on MS Word, Adobe Acrobat, Graphics Tool- MS-Excel, Applying Various Functions in Excel Workbook, MS-Power Point: Creating Presentations And Adding Effects.	10
Unit-II Theory (20 Marks)	Using Internet for Research: The Internet: Quick Look, What Is Internet, Use Of Internet, Major Internet Services, Electronic Mail, Www, Use of E-Journals, Use of E-library, searching the keyword search engines, News and multimedia, governments, archives and statistics.	10
Unit-III Theory (20 Marks)	Use of tools and utilities for Research: Use of INFLIBNET, DOAJ, Google Scholar, Orcid, Mendely, Grammerly, Use of PROQUEST, UGC Online Database, Exploring Open Course ware and MOOCS and Use of Swayam, NPTEL Platforms for Research.	10
Unit-IV Practical (20 Marks)	Checking of Plagiarism, Google Forms and Excel: Turnitin like Software for Research Creation and Check; Use of Google Forms for preparation of Questionnaire; Data analysis using MS Excel and Additional Plug-ins for research.	10
Unit-V Practical (20 Marks)	Data Analysis using Softwares: SPSS software for Data Analysis and Interpretation, Factor Analysis, Structural Equation Modelling using AMOS software.	10
	Total	50

Text Books and Reading Materials (Latest Editions):

1. Rajaraman, V., Introduction to Information Technology, PHI.
2. Bharihoka, D., Fundamentals of Information Technology, Excel
3. Sanders, D.H., Computers Today, TMH.
4. Sinha, P. K., Computer Fundamentals, BPB, New Delhi.
5. Fern, Edward, F., Advanced Focus Group Research, Sage.
6. Gopal, M.H., An introduction to research procedure in social sciences. Asia Publishing, Mumbai.

NB: Practical examinations of 40 marks shall be conducted in the Department in the presence of an External Examiner and Internal Examiner (preferably the subject teacher). The question paper shall be prepared by the External Examiner as appointed by the Controller of Examinations. The pattern of question paper will be based on unit wise i.e. Unit-IV and Unit-V.

BUAD PPC3: Research and Publication Ethics and Seminar Presentation on Review of Literature (Credit-4)

Duration: 6 Months

Credits: 02+02=4

Core/Elective: Core

Objective of the Paper:

As per the direction of UGC, "Research and Publication Ethics" has been made compulsory for all Ph. D students. The objective of first part (Unit-I, Unit-II and Unit-III) of the course is to make the research scholars aware of research and publication ethics and to put into practice during research and publication. The objective of the second part (Unit-IV and Unit-V) of this paper is to go for literature review of at least ten research papers published in Scopus/ UGC Care listed / peer reviewed journals. First Three Units (Unit-I, Unit-II and Unit-III) are theories of 60 marks with 12 questions of 5 marks each. Accordingly question paper will be prepared by the Controller of Examination. Last Two Units (Unit-IV and Unit-V) are Preparation of Report and Presentation which carry 20 marks each.

Unit	Contents	Hours
Unit-I Theory: 20 marks	Philosophy and Ethics: Introduction, Nature and Scope, Branches, Ethics: Moral Philosophy, Nature of Moral Judgments and Reactions, Scientific Conduct: Ethics with respect to Science and Research, Intellectual Honesty and Research Integrity, Misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant Publications: Duplicate and Overlapping Publications, Salami Slicing, Selective Reporting and Misrepresentation of Data.	10
Unit-II Theory: 20 marks	Publication Ethics: Importance, Best Practices/ Standards Setting Initiatives and Guidelines: COPE, WAME, Etc, Conflicts of Interest, Publication Misconduct: Problems that Lead to Unethical Behavior and Vice Versa, Types, Violation of Publication Ethics, Authorship and Contributorship, Identification of Publication Misconduct, Complaints and Appeals Predatory Publishers and Journals. Open Access Publications and Initiatives, SHERPA/Romeo Online Resource to Check Publisher Copyright and Self-Archiving Policies.	10
Unit-III Theory: 20 marks	Publication Misconduct: Subject Specific Ethical Issues, FFP, Authorship, Conflicts of Interest, Complaints and Appeals: Examples and Fraud From India and Abroad, Use of Plagiarism software like Turnitin, Urkund and Other Open Source Software Tools, Indexing Database, Citation Databases: Web of Science, Scopus, etc. Impact Factor of Journal as per Journal Citation Report, SNIP, SJR, IPP, Cite, Score Metrics: h-index, g index, i10 index, Altmetrics.	10
Unit-IV Prepara tion of	Preparation of a Report on Review of Literature of Ten Research Papers published in Scopus/ UGC Care List / Peer Reviewed Journals by the	10

Report : 20 marks	candidates.	
Unit-V Presentation: 20 marks	Presentation of Review of Literature of Five Papers by the candidates in the presence of all Faculty Members of the Department for evaluation.	10
Total		50

NB: Preparation of Report on Review of Literature i.e. Unit-IV and Seminar Presentation i.e. Unit-V which carries 40 marks will be conducted in the presence of all the faculty members of the Department before 15 days of the final examination for evaluation.

Text Books and Reading Materials (Latest Editions):

1. Bird, A. Philosophy of Science. Routledge.
2. MacIntyre, Alasdair, A Short History of Ethics. London.
3. Chaddah P., Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978- 9387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine, On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
5. Resnik, D. B., What is Ethics in Research & Why is it Important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
6. Beall, J., Predatory publishers are corrupting open access. Nature, 489(7415), pp.179-179. <https://doi.org/10.1038/489179a>
7. Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance(2019), ISBN:978-81-939482-1-7. <http://www.insaindia.res.in/pdf/Ethics>
8. UGC website, www.ugc.ac.in

BUAD PPE1: STRATEGIC MARKETING MANAGEMENT

Duration: 6 Months

Credits: 04

Core/Elective: Elective

Objective of the Paper: To help students sharpen their analytical abilities in integrating strategic marketing decision in a comprehensive manner and to become familiar with the concepts and framework in marketing strategy, strategic market planning, competition analysis in creating competitive advantage.

Course Details

Unit	Contents	Hours
Unit-I	Strategic Marketing: Marketing Strategy Meaning, Nature and Importance, Strategic Intent, Role of Strategic Marketing, Product Life Cycle Strategies, Market Niche Strategy, Guerrilla Marketing.	10
Unit-II	Competitive Strategy: Meaning, Definitions, Michael Porter's Generic Competitive Strategies, Types of Competitive Strategy, Turnaround Strategy: Meaning, Definition, Steps Involved in Turnaround Process, STP Strategy: Meaning, Definition, Application of STP Model in Modern Organisation, Sustainable Competitive Advantage.	10
Unit-III	Distribution Strategy: Meaning, Definition, Distribution Channel Management, Pricing Strategies, Innovative Strategies: Meaning, Definition, Types, Formulation of Innovative Strategies, Growth Strategy: Different Growth Strategies in Business.	10
Unit-IV	SWOT and Segment Analysis, Marketing Programme Development, Marketing Strategy Formulation, Marketing Strategy Implementation.	10
Unit-V	Internet Marketing, Opportunities and Challenges; Digital Marketing Framework; Digital Marketing Mix, Impact of Digital Channels on IMC; Digital Marketing Plan, Digital Marketing Models. Search Engine Advertising, Display Marketing.	10
	Total	50

Text Books and Reading Materials (Latest Editions):

1. Cravens, D.W: Strategic Marketing, Illinois, Richard D. Irwin.
2. Kotler Philip, Strategic Marketing Management, New Delhi, Prentice Hall of India, 7th Edition.
3. Porter, M.E., Competitive Advantage: Creating, Sustaining Superior Performance, New York, Free Press.
4. Chernev, Alexander, Strategic Marketing Management, 9th Edition.
5. Soundaian S., Strategic Marketing Management, Neha Publishers.

BUAD PPE2: STRATEGIC FINANCIAL MANAGEMENT

Duration: 6 Months

Credits: 04

Core/Elective: Elective

Objective of the Paper: The objective of the course is to make the students develop their analytical and applied skills to take strategic financial decisions optimally on the emerging issues in the area of financial management. More emphasis will be given on the application of theory into practice.

Course Details

Unit	Contents	Hours
Unit-I	Importance of Strategic Financial Management, Emerging Issues in Corporate Sector, Banking and Insurance Sector in India, Management of Non-Performing Assets (NPAs), Privatisation and Disinvestment, Corporate Governance.	10
Unit-II	Strategic Issues in Money Market, Capital Market, and Investor Protection, Foreign Direct Investment (FDI), Foreign Institutional Investment (FII), Domestic Institutional Investment (DII), Mutual Funds in India, Financing of Infrastructure in India.	10
Unit-III	Strategic Financial Regulation for Sustainable Development, Management of Financial Crisis and Frauds; Emerging Role of Regulators – RBI, SEBI, IRDA, Investors' Protection, Role of Credit Rating Agencies.	10
Unit-IV	Strategic Issues in Non Banking Financial Companies, MSME Sector, Demonetization and Cashless Economy, Goods and Services Tax (GST), Corporate Social Responsibility (CSR). Mergers and Acquisitions.	10
Unit-V	Strategic Issues on Government Initiatives and Financial Inclusion, Pradhan Mantri Jan Dhan Yojana (PMJDY), Pradhan Mantri Mudra Yojana (PMMY), Micro Finance Institutions (MFIs) and Self Help Groups (SHGs) for Inclusive Growth.	10
	Total	50

Text Books and Reading Materials (Latest Editions):

1. Pandey, I.M., Financial Management, Vikas Publishing House.
2. Chandra, P., Financial Management, Tata McGraw Hill.
3. Smith C.W., Smithson, C.W., and Wilford, D.S., Managing Financial Risk, Harper and Row, NY.
4. Stewart G.B., The Quest for Value, Harper Collins, London.
5. Sudarsanam, P.S., The Essence of Mergers and Acquisitions, Prentice Hall of India, Delhi.
6. Matto, P.K., Corporation Restructuring: An Indian Perspective Macmillan, New Delhi.
7. www.pmjdy.gov.in
8. www.finmin.nic.in
9. www.rbi.org.in
10. www.financialservices.gov.in

BUAD PPE3: STRATEGIC HUMAN RESOURCE MANAGEMENT**Duration: 6 Months****Credits: 04****Core/Elective: Elective****Objective of the Paper:**

The objective of this course is to sensitize students to the various facts of managing people and to create an understanding of various policies and practices of human resource management.

Course Details

Unit	Contents	Hours
Unit-I	Introduction, Nature of Strategies and Strategic Management process; Environmental Scanning, Strategy Formulation, Implementation Evaluation. Role of HRM in Strategic Management.	10
Unit-II	Planning and Training: Strategic Human Resource Planning, Needs Assessment, Methods of Training and Techniques, Management Development, Evaluating Training Effort. Managing Organisational Change and Development, Strategic Performance Management and Appraisal, Steps in Appraising Performance, & Types of Appraisal.	10
Unit-III	International SHRM: Perspective of SHRM, Managing International HR Activities: Implementation of Global HR System, Staffing the Global Organisation, Improving Productivity through HRIS, Major Issues and Challenges of SHRM: Outsourcing HR Activities, Balancing Work and Life, Managing Cross Cultural Diversity, Changing Demographics of Work Force and Changed Employee Expectations-Loss of Joy and Pleasure.	10

Unit-IV	Emotional Intelligence, the Five Domains of Emotional Intelligence Identified by Goleman, the Ability Model, Trait Model of Emotional Self-Awareness, Increasing Self Awareness, and Tools for Self-Assessment Transaction Analysis.	10
Unit-V	Industrial Dispute and Resolution: Concept, Nature & Causes of Industrial Disputes Machinery for Solving Industrial Disputes under Industrial Disputes Act, 1947 at National and State Level. Collective Bargaining, Process, and Stages of Bargaining, Grievance Management, Workers Participation in Management in India.	10
	Total	50

Text Books and Reading Materials (Latest Editions):

1. Srinivas R. K., Strategic Human Resource Development, PHI Publications.
2. Aswathappa K. HR and Personnel Management, McGraw Hill Publication.
3. Sheetharam S & Prasad B.V., Human Resources Management-, Scitech.
4. Stone, Human Resources Management, Eastern Economy Edition.
5. Dessler, G., Human Resources Management-, PHI Publication.