

Department of Business Administration (DBA), SMS, CUJ

Ph.D. (Management) Course Work

SL No	Course Name	Course Code	Credits
1.	Research Methodology	MGT/921010	04
2.	Quantitative Techniques in Research	MGT/921020	03
3.	Computer Skills for Research	MGT/921030	02
4.	Communication Skills and Academic Writing	MGT/921050	02
5.	Research and Publication Ethics	MGT/921060	02
6.	Topic Paper	MGT/923010	03
	Total Credits		16

Course Name: Research Methodology

Credit: 04

Course Objective: The purpose of this course is to enable the students understand the fundamental of research methodology and use them in their research endeavour.

UNIT I

Defining research classification of research. Business research process, business research suppliers. Review of Literature. Defining research problem., process of defining research problem, hypothesis formulation.

UNIT II

Research Design Formulation: Definition and classification of research design- exploratory research, descriptive research and causal research. Measurement and scaling: fundamentals of comparative scaling, primary sales of measurement, non-comparative scaling.

UNIT III

Questionnaire design: Questionnaire design process, individual question content, overcoming inability to answer, overcoming unwillingness to answer, choosing questionnaire structure, choosing questionnaire wording, determining wording of the questions, pretesting questionnaire.

UNIT IV

Sampling Design: census and sample, sampling design process, classification of sampling techniques- probability and non-probability sampling techniques.

UNIT V

Data collection, preparation, analysis and reporting: data collection process, data preparation process, data analysis strategy. Univariate and Multivariate data analysis

Suggested Readings:

1. Naresh K. Malhotra: Marketing Research- An Applied Orientation, Pearson education.
2. Cooper DR and Schindler PS: Business Research Methods, 9e. Tata McGraw Hill.
3. Hante JE and Wichern DW: Business Forecasting, 6e. Pearson Education.
4. Kline TJB: Psychological Testing- A practical approach to design and evaluation. Sage Publications.
5. Hair Anderson, Tatham and Black: Multivariate Data Analysis, 5e. Pearson Education.

Suggested Extra Readings:

1. Lattin J. Care; JD and Green PE: Analysing Multivariate Data. Cengage Learning.

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Course Name: Quantitative Techniques in Research

Credit: 03

Course Objective: The objective of this course is to facilitate students with basic understanding of descriptive and inferential statistics.

UNIT I

Introduction of Descriptive Statistics: Measuring of Central Tendency, Measures of Dispersion- Range, Quartile Deviation, Mean Deviation and Standard Deviation, Skewness & Kurtosis. Basic concepts of Probability and expected value.

UNIT II

Theoretical Distributions: Binomial Distributions, The Standard Normal Distribution and Poisson Distribution, The Central Limit Theorem.

UNIT III

Testing of Hypothesis: Test of significance, t-test, z-test, large sample & small sample. Simple Linear Regression, Inference Related to Regression, Correlation Analysis.

UNIT IV

Nonparametric Statistics; Chi-Square Distributions. Wilcoxon rank-sum test and Mann-Whitney test, Kruskal-Wallis Test. Rank Correlation. Goodness of Fit Tests.

UNIT V

The Analysis-of-Variance (ANOVA), Combining Regression with ANOVA, One-Way Two-way ANOVA, Latin Square Design, Forecasting.

Suggested Readings:

1. Anderson, Sweeney and Williams: Statistics for Business and Economics. 9e. Cengage Learning.
2. Levin R.I and D.S. Rubin: Statistics for Management, 6e. Prentice Hall.
3. Sharma JK: Business Statistics, 2e. Pearson Education.
4. Gupta SP: Statistical A methods. Sultan Chand & Sons 2002.

Ph.D. (Management) Course Work

Course Name: Computer Skills for Research

Credit: 02

Course Objective: The objective of the course is to provide students with basic knowledge of computer hardware & software and application software which helps them in analysing data, presenting research work and preparing thesis.

UNIT I

Introduction to computer system-input and output devices, secondary and primary memory, CPU, basics of software, overview of system software and application software. DOS. Windows.

UNIT II

MS word, MS Power point, MS Excel. MS Access, Fundamentals of DBMS. Introduction to SQL.

UNIT III

Application Software Package (SPSS) for research application.

Suggested Readings:

1. Goel, Ritendra and Kakkar, D.N.: Computer application in Management. New Age Publication.
2. Fielding, Nigel and Lee. Raymond M.: Computer Analysis and Qualitative research. Sage Publication.
3. Keele, Udo, Prein, Gerald and Bird, Katherine: Computer Aided Qualitative Data Analysis- Theory and Practice, Sage Publication.
4. Fisher Mike: Qualitative Computing Using Software for Qualitative Data Analysis. Ashgate Publication.
5. Sheridan J Coakes, Lyndall Steed and Peta Dzidic: SPSS for Windows- Analysis without Anguish. Wiley India.

Ph.D. (Management) Course Work

Course Name: Communication Skills and Academic Writing

Credit: 02

Course Objective: The course is aimed at equipping the research students with the necessary techniques and skills of communication and report writing to inform other, inspire them, enlist their activities and willing cooperation from spheres in the performance of research task.

UNIT I

Nature of Communication: Importance and Nature of business communication. Effective communication skills. Process of communication. Barriers and gateways of communication.

UNIT II

Business Correspondence: Principles of Letter Writing, Planning a letter. Structure and Layout of business letters, handling correspondence.

UNIT III

Reading, Listening and Verbal Communication Skills, reading comprehension skills, reading speeds, importance of listening, hearing & listening: Ways of improving listening skills, effective verbal communication: Public Speaking.

UNIT IV

Writing of research proposal: Nature and Scope of writing research proposal. Elements of research proposal; crafting of research proposal; Assessment of research proposal. CRISP Model of Research / Thesis / Project (RTP) Presentation.

UNIT V

Writing of research report: Type of research reports; research report components, writing the research report; Presentation of Statistics; Plagiarism issues.

Suggested Readings:

1. R C. Sharma & Krishna Mohan: Business Communication & Report Writing, 3rd ed. Tata McGraw Hill, New Delhi 2002.
2. R K. Madhukar: Business Communication. Vikas Publication. New Delhi 2003.
3. Lesiker: Business Communication. Tata McGraw Hill: New Delhi.
4. Caris Hart: Doing Your Master Dissertation. Vistaar Publication. New Delhi 2008.
5. Cooper DR and Schindler PS: Business Research Methods. 9e. Tata McGraw Hill.

Additional Suggested Readings:

1. R.K. Bansal and IB Harrison: Spoken English for India. Orient Longman.
2. Rizvi: Effective Technical Communication. Tata McGraw Hill.

Ph.D. (Management) Course Work

Course Name: Research and Publication Ethics

Credit: 02

Course Objective: The purpose of this course is to enable the students understand the basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

UNIT I

Philosophy and Ethics: Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions.

UNIT II

Scientific Conduct: Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP); Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

UNIT III

Publication Ethics: Publication ethics: definition, introduction and importance; Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributor ship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals.

UNIT IV

Open Access Publishing: Open access publications and initiatives; SHERPA/ RoMEO online resource to check publisher copyright & self-archiving policies; Software tool to identify predatory publications developed by SPPU; Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

UNIT V

Group Discussions: Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. Software Tools: Use of plagiarism software like Turnitin, Urkund and other open-source software tools.

UNIT VI

Databases: Indexing databases; Citation databases: Web of Science, Scopus, etc. Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g index, i10 index, altmetrics.

Suggested Readings:

1. Bird, A. (2006). Philosophy of Science. Routledge.
2. MacIntyre, Alasdair (1967) A Short History of Ethics. London.
3. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:9789387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press. Resnik, D. B. (2011). 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>

5. Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179—179. <https://doi.org/10.1038/489179a>
6. 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_Book.pdf