

PhD Programme

CURRICULUM

(w.e.f. Session 2019-2020)



**DEPARTMENT OF BUSINESS ADMINISTRATION
NATIONAL INSTITUTE OF TECHNOLOGY
KURUKSHETRA-136119**

Vision of Department

To be a role model in management education and research responsive to global challenges.

Mission of Department

M1: To impart quality management education.

M2: To develop innovative professionals, entrepreneurs and researchers.

M3: To generate prime knowledge resources for the growth of industry, society and futuristic knowledge focusing on the socio-economic needs.

PEOs Statements

PEO1: To attain managerial position in organizations.

PEO2: To inculcate innovative and sustainable solution to accomplish the dynamic socio-economic needs.

PEO3: To enhance research acumen for the growth of industry and society.

PEO4: To develop entrepreneurial spirit.

**PRE PH. D
COURSE
WORK
SYLLABUS**

RESEARCH METHODOLOGY (MBA-701)

L - T- P
3 – 1 -0
(Credit-3.5)

Sessionals	50 Marks
Theory	50 Marks
Total	100 Marks
Time	3 hours

Course Objective:

To acquaint the scholars with tools, techniques and methods of research and to equip them with data collection, analysis, interpretation and report writing techniques.

Unit-I

Research Methodology: An introduction; meaning of research; objective of research; motivation in research; types of research, research approaches; significance of research, research methods v/s methodology; research and scientific method.

Defining the Research Problem: What is problem; selecting the problem; necessity of defining the problem, Hypothesis: Types and their formulation, Uses of Internet resources in selecting problem research.

Unit-II

Research Design: Meaning of the research design; need for research design; feature of a good design; important concept relating to research design; different research design; basic principles of experimental designs; important experimental Designs; developing a research plan.

Sampling Design: Census and sample survey; Implication of sample design; Steps in sampling design; Criteria for selecting a sampling procedure, Sampling & Non-sampling error, Sample size calculation.

Unit-III

Methods of Data Collection: Selection for appropriate method for data collection; collection of primary data; online data collection tools; collection of data through questionnaires/schedules/other methods; collection of secondary data;

Unit-IV

Processing and Analysis of Data: Processing operations; Elements/types of analysis; Univariate Analysis (measures of central tendency; measures of dispersion; measures of asymmetry (Skewness& Kurtosis); Bi-variate Analysis (measures of relationship; simple regression analysis); Multiple correlation and regression; partial correlation; Association in the case of attributes; Introduction to Multivariate analysis: CFA, SEM

Unit-V

Interpretation and Report Writing: Meaning of interpretation; why interpretation? Analysis Writing, Discussion Writing, Techniques of interpretation, precautions in interpretation; Significance of Report Writing; Bibliography and References, Online Referencing using Internet Resources.

Course Outcome:

After completing this course, the scholars will be in a better position to understand the various aspects of research, topic selection and the various data analysis techniques.

Suggested Readings:

1. Levin & Rubin (1998). Statistics for Business, Prentice Hall of India, Delhi.
2. William Zikmund, Barry Babin, Jon Carr (2012). Business Research Methods, Cengage Learning.
3. Alan Bryman, Emma Bell (2011). Business Research Methods 3/e, Oxford University Press.
4. R. Panneerselvam (2014). Research Methodology, PHI Learning Pvt. Ltd.
5. Naval Bajpai (2011). Business Research Methods, Pearson Publishers.
6. C.R. Kothari (2006). Research Methodology; Methods and Techniques, New Age International Publisher.
7. Ranjit Kumar (2011). Research Methodology: A Step-by-Step Guide for Beginners, Sage Publications.
8. K. N. Krishnaswamy, Appa Iyer Sivakumar, M. Mathirajan (2009). Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education India.

SOFTWARE COMPUTING (MBA-702)

L - T - P
2 – 0 - 2
(Credits: 3.5)

Sessionals	50 Marks
Theory	50 Marks
Total	100 Marks
Time	3 hours

Course Objective:

To acquaint the scholars with research tools, techniques and methods and also to equip them with data analysis, interpretation and report writing techniques.

Unit-I

Introduction to Excel, Spreadsheet basics, Dates, Time & Financial functions, Statistical functions, Graphical representation, Advancefunctions in Excel, Data Validation, Pivot Table, What if analysis, Freeze Pane, Data Validation.

Unit-II

Introduction to SPSS& Statistica, Preparation of Data Files, Defining Variables, Merging files, Data Cleaning (Handling Missing Frequencies, Outliers), Data transformation, and Advance functions in SPSS: Select Cases, Weight Cases, Split File, recode into same variable and Different variable. Graphical representation in SPSS & Statistica.

Unit-III

Descriptive Statistics in Excel/SPSS/Statistica: Frequency Distribution, measurement of central tendency and variability; Correlation; Simple & Multiple Regression, Independent groups t-test; One-way and Two-way between groups ANOVA with post-hoc comparisons; Reliability Analysis; Factor Analysis; Chi-square tests, Multidimensional Scaling.

Unit-IV

E-views: Basics and Functions, Financial Econometrics, Financial Modeling, Panel Data Regression, Assumptions of Regression, Unit Root Identification, ARIMA Forecasting, Grangers causality, Volatility Models : ARCH and GARCH, Extension of the GARCH Family of Models, Multi Variate GARCH Models.

Course Outcome:

After completing this course, the students will get an insight of the usage provide the introduction to various software packages and their functionality.

Suggested Readings:

1. Field A. (2009) *Discovering Statistics with SPSS*, Sage Publications, London.
2. Field A. (2010) *Discovering Statistics with SAS*, Sage Publications, London.
3. Field A. (2012) *Discovering Statistics with R*, Sage Publications, London.
4. Nargundkar, R. (2008) *Marketing Research*, Tata McGraw Hill
5. Sheridan J Coakes; Lyndall Steed and Peta Dzidic (2011). *SPSS for Windows- Analysis without Anguish* Wiley India.
6. Darren George and Paul Mallery (2011), *SPSS for Windows Steps by Step: A Simple Guide*. Pearson
7. Donald Cooper, Pamela Schindler (2000). *SPSS Windows Students Version for the use with Business Research Methods*. Tata McGraw Hill.
8. Julie Pallant (2013), *SPSS Survival Manual*. Tata McGraw Hill
9. Kiran Pandya, Smruti Bulsari, Sanjay Sinha, *SPSS in Simple steps*, Wiley India.
10. *Time Series Data Analysis Using EViews* (2011), I. Gusti Ngurah Agung
11. Dimitrios Asteriou (2011), Stephen G. Hall, *Applied Econometrics*, Palgrave Macmillan
12. Ben Vogelpang (2005), *Econometrics: Theory and Applications with E-Views*, Pearson Addison Wesley.
13. I Gusti Ngurah Agung (2011), *Panel Data Analysis using E-Views*, John Wiley & Sons
14. I. Gusti Ngurah Agung (2011) *Cross Section and Experimental Data Analysis Using E-Views*, John Wiley & Sons
15. Joaquim P. Marques de Sá (2007) *Applied Statistics Using SPSS, STATISTICA, MATLAB and R: Using SPSS, STATISTICA, MATLAB & R*, Springer Science & Business Media.
16. William R. Mills (2010) *Microsoft Office Excel 2007 a Beginner's Guide: A Training Book for MICROSOFT EXCEL 2007*, AuthorHouse
17. John Walkenbach (2013) *Excel 2013 Bible*, John Wiley & Sons
18. Gujarati, D. (2012) *Basic Econometrics*, Tata McGraw Hill

ADVANCES IN MANAGEMENT (MBA-703)

L - T- P
3 – 1- 0
Credit:3.5

Sessionals	50 Marks
Theory	50 Marks
Total	100 Marks
Time	3 hours

Objective of the Course: To apprise the scholars of the various areas of Management theories and development enhance their understanding of the various facets of managerial problems.

Unit-I (General Management)

An Overview of Knowledge Management, Corporate Governance and Ethics; Recent Issues concerning Regional Trade Blocks (BRICS, ASEAN, SAARC etc.); Social Entrepreneurship.

Unit-II (IPR)

WTO& TRIPs; Concepts of IPR; Patent, Copyright, Trade-Mark, Industrial Design, Geographical Indication, Trade Secret; Recent issues of IPR in India,

Unit-III (Marketing Optional)

Marketing: Social, Ethical & Legal Aspects of Marketing. Service Marketing, Social Marketing, E-marketing, Green Marketing. Customer Relationship Marketing (CRM), Rural Marketing; International Marketing.

Unit- IV (Marketing Optional)

Brand Management: Power Brands-Meaning and Features; Brand Equity-Concept and Measurement, Building Brand Equity; Emerging trends in Marketing.

Unit- V (Finance Optional)

Review of Accounting Theory: Meanings, nature and approaches to the development of Accounting Theory; International & Indian Accounting Standards, IFRS, US-GAAP, UK-GAAP; Advances in valuation of Assets and Liabilities; Capital Structure and firm valuation; Environmental Accounting; Carbon Credit; Social Audit.

Unit- VI (Finance Optional)

Measuring impact on firm's performance and valuation using technical and economic analysis; Derivatives: Valuation of Forward, Futures, Options, Swaps, Swaptions; Legal aspects of Companies Act related to Corporate Governance, auditing, accounting and loans; Concept of Micro-Finance.

Unit-VII (Human Resource Optional)

Recent Trends in the field of Industrial Relations and Trade Union Movement;New Developments in Training and Development, Management Development in Indian as well as Multinational Organizations;Performance Management & Effectiveness Programs, Learning & Development Programs;Organizational Development Interventions;Major Provisions of Labor Legislations and Recent Amendments.

Unit-VIII (Human Resource Optional)

Recent Developments in HRM/HRD: Competency Based HRM; Six Sigma in HR, Talent Acquisition, Retention Management; Employee Engagement; Human Capital Management; Organization Citizenship Behavior, Work Life Balance, Workplace Spirituality, Stress Management, Ethical Issues in HRM.

Course Outcome

At the end of this course the scholars will have a better insight of latest updates of their respective areas. This will also help them in choosing their topic of research.

Suggested Books:

1. Chandra, Prasanna (2011). Financial Management, , Tata McGraw Hill, Delhi.
2. Brealey, Richards A and Steward C. Myers (2010), Corporate Finance, McGraw Hill, Int. Ed., New York.
3. Khan M. Y. and Jain, P. K. (2007). Financial Management: Text, Problems and Cases, Tata McGraw Hill, New Delhi.
4. Ricardo Bayon, Amanda Hawn, Katherine Hamilton (2012). Voluntary Carbon Markets: An International Business Guide to What They Are.
5. Kotler, Philip (2009). Marketing Management, PHI, New Delhi.
6. Aaker, David A. (2013). Marketing Research, John Willy & Sons, New York.
7. Jain S.C. (2001). International Marketing, CBS Publications, New Delhi.
8. Aswathappa K. (2005). Human Resource Management: Text and Cases, Tata McGraw Hill, New Delhi.
9. Edwin B. Flippo (1986). Personnel Management, McGraw Hill, New York.
10. Mac Farland, D.E. (1968). Personnel Management: Theory and Practice, Macmillan & Co., New York.
11. Environmental Financial Reporting (2013). Firoz, Mohammad, Lambert Publishing, Germany
12. Thomas Clarke, **Douglas Branson (2012)**. The SAGE Handbook of Corporate Governance, Sage Publications
13. Robert E. Whaley (2007). Derivatives: Markets, Valuation, and Risk Management, John Wiley & Sons
14. Steven E. Shamrock (2012). IFRS and US GAAP: A Comprehensive Comparison, John Wiley & Sons
15. Tamali Sen Gupta (2011). Intellectual Property Law in India, Kluwer Law International
16. Introduction to Intellectual Property: Theory and Practice BY World Intellectual Property Organization – 1997.

Report Writing and Seminar (MBA-704)

**P - T
03 –03**

Seminar	50 Marks
Report Writing	50 Marks
Total	100 Marks

Course Objective:

To test the level of the understanding of the research problem and argumentative ability of scholar through oral presentations followed by report writing

Details of the course:

Report Writing

Different types of writing reports; layout of the research reports; oral presentation; mechanics of writing a research report; precautions for writing research reports, References & Bibliography.

Seminar

Seminar on a relevant topic, as suggested by the supervisor, should be of minimum one hour duration. The topic may be exploratory in nature. The candidate shall be expected to discuss the chosen problem in an analytical manner. The presentation shall be followed by a question-answer session. The candidate shall be assessed on the basis of his/her depth of knowledge and capability to reach conclusions after the analysis. Weightage shall be given to thorough knowledge of the subject, clarity of presentation, correct pronunciation and other communication skills.

Suggested Books:

1. K. N. Krishnaswamy, Appa Iyer Sivakumar, M. Mathiraja (2009) Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education India
2. Mary Ellen Guffey, Dana Loewy (2012) Essentials of Business Communication, South Western CENGAGE Learning.
3. Amy Newman, Scot Ober (2013), Business Communication: In Person, In Print, Online, South Western CENGAGE Learning
4. P.D. Chaturvedi, Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications Dorling Kindersley (India) Pvt Ltd