

**REGULATIONS & COURSE CONTENTS  
OF  
PH.D IN MANAGEMENT**

(Effective from the academic session 2015-16)

**COURSE OUTLINE**

Paper – I	:	Research Methodology and Computer Application
Paper – II	:	Elective Paper * <ul style="list-style-type: none"><li>• Marketing</li><li>• Finance</li><li>• Human Resources</li></ul>
Paper – III	:	Review Works and Presentation

**DETAIL SYLLABUS**

**Paper – I : Research Methodology and Computer Application**

**Unit I**

Meaning, Objectives & Scope of Research, Types of Research, Research Process.

**Unit II**

Sampling – Types & Methods of Sampling, Hypothesis – Formulation and Testing, Methods of Data Collection.

**Unit III**

Data Compilation, Tabulation, Data Analysis and Interpretation, Report Writing.

**Unit IV**

Computer – Hardware & Software, Input and Input Devices, CPU, Application Software, Utility Software, MS-Windows, Basic Operations, File Management, MS-Word, MS-Excel, MS-Power Point and MS-Access, Practical on Unit-IV.

**References:**

1. Deepak Chawala & Neena Sondhi, Research Methodology, Vikash Publications, Vikash Publishing House, New Delhi.
2. CR Kothari, Research Methodology-Methods and Techniques, New Age Publishers, New Delhi.
3. R. Paneerselvam, Research Methodology, PHI, New Delhi.
4. Summer M., Computers, Concepts and Uses, 2nd ed., Englewood Cliffs, New Jersey, Prentice Hall Inc, 1988

**Elective Paper**

**Paper – II : Marketing**

**Unit-I**

Consumer Behaviour – Buying Process, Factors influencing Buying Behaviour.

**Unit-II**

Promotion-Mix, Impact of Promotion on Consumer Behaviour, Distribution Channel, Impact of Distribution Channel on Consumer and Middleman.

**Unit -III**



**Unit-IV**

Retailing Business, Consumer Attitude towards organized Retailing, Problems and Prospects of Retailing in India.

**References:**

1. P. Baines, C. Fill and K. Page, Marketing, Oxford University Press, New Delhi
2. A. Kumar and M. Meenakshi, Marketing Management, Vikas Publishing House Pvt. LTD, Mumbai
3. D. Dutta and M. Dutta, Marketing Management, Vrinda Publications Pvt. LTD, New Delhi.

**Elective Paper**

**Paper – II : Finance**

**Unit I**

Nature, objective and Functions of Finance, Role and Responsibilities of Finance Manager.

**Unit II**

Inventory Management, Receivable Management, Capital Budgeting.

**Unit III**

Cost of Capital, Capital Structure and Dividend Policy.

**Unit IV**

Techniques of Financial Statement Analysis, Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis.

**References:**

1. M.Y. Khan and P.K. Jain, Financial Management: Text, Problems and Cases, Tata McGraw Hill Co., New Delhi.
2. R.M. Srivastava, Financial Management and Policy, Himalaya Publishing House, New Delhi.
3. Rajesh Kothari and Bobby Dutta, Contemporary Financial Management, Mac Millan India Ltd., New Delhi.
4. Pandey IM, Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.

**Elective Paper**

**Paper – II : Human Resources**

**Unit I**

HR Environment in Changing Business Scenario, HRD-HRM-Performance Linkage.

**Unit II**

Emerging Trends in Recruitment, Selection, Compensation, Performance Appraisal, HRD & IR.

**Unit III**

Employee Diversity, Empowerment, Work Force Engagement, Quality of Work life, HRM Ethics and Sustainability.

**Unit IV**

Organisational Change, Culture and Effectiveness.

**References:**

1. Snell, Bohlander, Introduction to HRM, Cengage Publication
2. P. Subba Rao, Human Resource Management, Himalaya Publication
3. C S Venkat Ratnam, Industrial Relations, Oxford Publication
4. Udai Pareek, Understanding Organizational Behavior, Oxford Publication

**Paper – III : Review Works and Presentation**

