VIDYASAGAR UNIVERSITY
Midnapore-721102

Syllabus for Ph. D. Couse Work in Management

[w. e. f. 2021-22 session]

Structure of Ph.D. Course Work Syllabus in Management

Course Code	Course Name	Marks
MBA-111	Research Methodology and Research Publication Ethics (RPE) and Computer Application	50
MBA-112	Computer Applications and Statistical Methods	50
MBA-113	Recent Advancement in Management Practices	50
MBA-114	Emerging Issues in Core Areas of Research	50

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Course Name: Research Methodology and Research Publication Ethics (RPE) and Computer Application

Course Code: MBA-111

Full marks: 50

(Theory)

SECTION-A

Basic concepts of Research Methodology **20 Marks**

a) Definition of Research Methodology- Distinction between Method and Methodology- Different kinds of Research
b) Finding Library Resources: Computer Literacy; Use of e-books; e-Journal & JSTOR
c) Style of Referencing- sources, quoting sources, abbreviation
d) Bibliography: MLA and APA Formats
e) Punctuation, Proof Reading and Dia-critical marking
f) Writing a Term Paper
g) Reviewing Articles and Books
h) writing a good Research Proposal

References

- Richard Veit, Christopher Gould and John Clifford – Writing, Reading and Research (2 nd Ed.).
- Norman Blaikie – Approaches to Social Enquiry.
- C. R. Kothari & Gaurav Garg – Research Methodology – Methods and Techniques (3 rd Ed.)
- Kate L. Turabian – A Manual for Writers of Research papers, Theses and Dissertation.
- Jonathan Anderson, Barry H. Durston, Millicent Poole – Theses and Assignment

SECTION B

Research and Publication Ethics **20 Marks**

RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions, different branches of ethics, research ethics.
3. Responsibilities of researchers to fellow researchers, respondents, the public and the academic community.

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- **RPE 02: SCIENTIFICCONDUCT (5 hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data
6. Privacy, autonomy, confidentiality and anonymity
7. The funding and sponsorship of research.

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE (Committee of Publication Ethics), WAME (World Association of Medical Editors), etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behaviorand vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals
8. The role of the researchers.

PRACTICE

RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)

1. Open access publications and initiatives
2. SHERPA (Securing a Hybrid Environment for Research Preservation and Access) /RoMEO (Rights MEtadata for Open Archiving) online resource to check publisher copyright & self-archivingpolicies
3. Software tool to identify predatory publications developed by SPPU (Sabitribai Phula Pune University)
4. Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, SpringerJournal Suggester etc.

- **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open-source software tools

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- **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

A. Databases (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, CiteScore
2. Metrics: h-index, g index, ilO index, altmetrics

References

- Bird, A. (2006). *Philosophy of Science.* Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics.* London.
- P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
- 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.cfrn Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. https://doi.org/10.1038/489179a
- Indian National Science Academy (INSA), Ethics in Science Education, Research and Govemance(2019) , ISBN:978-81-939482-l- 7. httj>://www.insaindia.res.in/pdf/Ethics Book.pdf
- Oliver Paul: *The Students Huide to Research Ethics*, Open University Press, McGrew Hill
- H. Martyn and Anne Trainanou: *Ethics in Qualitative Research: Controversies and Contexts*, Sage, New Delhi.

SECTION-C

Basic knowledge of Computer Application **Marks 10**

1. MS Word
2. Power Point Presentation
3. Spread Sheet / Excel Sheet
4. Internet

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Course Name: Computer Applications and Statistical Methods

Course Code: MBA-112

Full marks: 50

(Practical)

Unit 1: Computer Applications for Research: Word processing, Data processing, Graphical processing, Use of MS Excel for Data Analysis

Unit II: Methods and Techniques of Using Statistical Software: Data entry, Compilation of data, Correlation analysis, Regression Analysis, Time series analysis, various parametric and non-parametric tests using statistical software like IBM SPSS, EViews, Stata etc.

References:

1. Ram, B., *Computer Fundamentals: Architecture and Organization*
2. Tannenbaum, *Computer Networks,* PHI
3. Gupta and Kapoor, *Fundamentals of Mathematical Statistics*, *Sultan Chand and Sons*, New Delhi.
4. Andy Field (2019). *Discovering Statistics using IBM SPSS Statistics*, Sage Publications Ltd., 5th Ed., UK.
5. Rao, A. S. and Tyagi, D. (2009). *Research Methodology with SPSS*, Shree Niwas Publications
6. Kothari, C. R. (2004): *Research Methodology: Methods and Techniques*, New Age International (P) Ltd., 2nd Ed., New Delhi.

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Course Name: Recent Advancement in Management Practices

Course Code: MBA-113

Full marks: 50

(Theary)

Unit I: Concept of Marketing, Marketing Mix, Market Segmentation, Targeting and Positioning, Product & Service Design, New Service Development, Brand management. Recent concepts in Marketing (Digital Marketing, D2C, Social Media Marketing etc.)

Unit II: Consumer Behaviour in Digital Era, Factors Influencing Customer Behaviour, Consumer Behaviour Models (S-O-R, TORA, TOPB, TAM, UTAUT, etc.)

Unit III: Financial Management, Shareholder Value Analysis, Efficient Market Hypothesis, Mutual Fund, Corporate Governance, Corporate Social Responsibility, Corporate Sustainability, Micro Finance, Financial Inclusion, Banking Sector Reforms, Financial Derivatives, Behavioural Finance, other important issues in Finance.

Unit IV: Human Resource Management, Functional Areas of HRM, Procurement, Development, Compensation, Integration, Maintenance.

References:

1. Kotler, P., Keller, K. L., Koshy, A. and Jha, M., *Marketing Management: A South Asian Perspective*, Pearson Education, New Delhi.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A., *Marketing Management*, Tata McGraw Hill,
3. Ramaswamy, V. S. and Namakumari, S., *Marketing Management: Global Perspective Indian Context*, Macmillan Publishers India Ltd., New Delhi.
4. Pathak, Bharati V.: Indian Financial System, Pearson Education, New Delhi.
5. John C Hull, Options, Futures, and other Derivatives, PHI.
6. Brealey, Richard A. and Myers, Stewart C.: Corporate Finance, McGraw Hill International, New York.
7. Chandra, Prasanna: Financial Management, Tata McGraw-Hill, Delhi.

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8. Khan, M. Y. and Jain, P. K.: Financial Management: Theory, Practice and Cases; Tata McGraw-Hill, New Delhi.
9. Block, Stanley B. and Hilt, Geoffrey A.: Foundations of Financial Management, Richard D. Irwin, Homewood, Illinois Management, Tata McGraw-Hill, Delhi.
10. Khan, M. Y. and Jain, P. K.: Financial Management: Theory, Practice and Cases; Tata McGraw-Hill, New Delhi.
11. Block, Stanley B. and Hilt, Geoffrey A.: Foundations of Financial Management, Richard D. Irwin, Homewood, Illinois
12. Khanka, S. S., *Human Resource Management: Text & Cases,* S. Chand & Co. Ltd.
13. Aswathappa, K., *Human Resource and Personnel Management: Text & Cases,* Tata McGraw-Hill, New Delhi.

Course Name: Emerging Issues in Core Areas of Research

Course Code: MBA-114

Full marks: 50

Researchers are supposed to submit the review of existing literatures in their own areas of research.

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