

**Awadhesh Pratap Singh University
Rewa (M.P.)**

**Structure of Syllabus for Ph.D Course Work (Management) 2018-19 Onwards
(As per Ordinance No. 11 Doctor of Philosophy)**

Paper Code	Name of Theory Papers	Credits	Maximum Marks (Theory + Internal Assessment)	Minimum Passing Marks
Paper I	Research Methodology	4	100 (80+20)	55
Paper II	Review of Published Research in the Relevant Field	3	100	55
Paper III	Computer Applications	3	100(80+20)	55
Paper IV	Advance Course in Management	3	100(80+20)	55
Paper V	Comprehensive Viva-Voce	3	100	55
	Total	16 Credits		

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Ph.D (Management)
Paper -I
Research Methodology

Time : 3 Hours.
Credit points:3

Theory Paper: Max.80
Internal Assessment: Max. Marks: 20
Minimum Passing Marks: 55

Note: The paper setter is required to set two questions from each unit and the students will be required to attempt one question from each unit. All questions will be of equal marks.

Unit I: An Introduction to Research Methodology

Meaning, Objectives, Significance, Importance and scope of research in management; Review of Literature.

Unit II: Research Design

Meaning, Need and Features of a Good Research Design; Types of Research; Sampling Design; Measurement and Scaling Techniques; Hypothesis: Meaning and its formulation.

Unit III: Data Collection

Methods and Types of Data Collection; Processing of Data- Editing, Coding, Classification, Field Work and Tabulation of Data.

Unit IV: Analysis of Data

Utility and Importance of Statistics in Research; Measures of Central Tendency and Dispersion; Measure of Asymmetry (Skewness); Correlation and Regression; Z- test; t- test; F- test; Chi- Square test, ANOVA.

Unit V: Interpretation and Report Writing

Meaning, Technique and Precautions in Interpretation; Significance and Different steps in Report Writing; Layout of the Research Report; Plagiarism and Paraphrasing, Research Related Software like SPSS and others.

Suggested Readings:

1. Kothari C.R, *Research Methodology, New Age Publications Ltd, New Delhi*
2. Gupta S.P, *Statistical Methods, 30th ed, S.Chand , New Delhi*
3. Beri G. C, *Marketing Research, Pearson Publications, New Delhi.*
4. Malhotra Naresh, *Marketing Research: An Applied Orientatio, Sixth edition, Pearson Publication.*
5. Singh , Yogesh Kumar, *Fundamental Of Research Methodology And Statistics, New Age International, 2006*
6. Rajen K. Gupta, Richa Awasthy, *Qualitative Research in Management: Methods and Experiences, SAGE Publications .*

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Paper -II
Review of Published Research in the Relevant Field

Theory Paper: Max.80
Internal Assessment: Max. Marks: 20
Minimum Passing Marks: 55

Note: The paper setter is required to set two questions from each unit and the students will be required to attempt one question from each unit. All questions will be of equal marks.

The course on review of published research in the relevant field will be undertaken under the supervisor or the regular teacher of the centre of the coursework and the candidate has to consult the library or other resources to carry out the literature review. At the end of the coursework, the candidate has to submit a brief report on the literature review for evaluation which will be done by the two examiners.

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Paper -III

Computer Applications

Time : 3 Hours.
Credit Points: 3

Theory Paper: Max.80
Internal Assessment: Max. Marks: 20
Minimum Passing Marks: 55

Note: The paper setter is required to set two questions from each unit and the students will be required to attempt one question from each unit. All questions will be of equal marks.

Unit-I Basics of Computer & GUI Based Operating System

Computers:- An Introduction, Components of Computer System: - CPU, Input and Output Devices, Storage Media, Concept of Hardware and Software.

Operating System:-An Introduction, Basics of Operating System, The User Interface, Operating System Simple Settings, File and Directory Management, Types of files.

Unit-II: Word Processing & Power Point

Word Processing :-Introduction, Word Processing Basics, Opening and Closing Documents, Text Creation and Manipulation, Formatting the Text, Table Manipulation, Working with various shortcut keys: Select, Find, Replace, Cut, Copy and Paste text.

Making Small Presentations: - Using PowerPoint, Creation of Presentation, Preparation of Slides. Providing Aesthetics: Enhancing Text Presentation, Working with Colour and Line Style, Adding Effects, Adding Tables, Picture, Photos, Movies and Sound. Adding Headers and Footers, Presentation of Slides, Slide Show.

Unit-III: Spread Sheet

Elements of Electronic Spread Sheet:- Opening of Spread Sheet, Addressing of Cells, Printing of Spread Sheet, Saving Workbooks, **Manipulation of Cells:-** Entering Text, Numbers and Dates, Creating Text, Number and Date Series, Editing Worksheet Data, Inserting and Deleting Rows, Column, Changing Cell Height and Width, **Function and Charts:-**Using Formulas, Function, Charts. Statistical Calculation in Excel Sheet.

Unit- IV Computer Communication and Internet

Introduction, Basics of Computer Networks:- Local Area Network (LAN), Wide Area Network (WAN), **Internet:-** Concept of Internet, Basics of Internet Architecture, **Services on Internet:-** World Wide Web and Websites, Communication on Internet, Internet Services, Web Browsing Software, Search Engines, Printing Web Pages, Basics of E-mail, Email Addressing, Using E-mails, Creating, Sending and forwarding an E-mail.

Unit- V Management Information System

Conceptual Framework of Management Information System, Decision Support System, MIS and Decision Making, Use of Computers and Information Technology in Effective Management.

Suggested Readings:

1. Sangeeta Panchal, Alka Sabharwal, *Foundations of Information Technology Coursebook 9: Windows 7 and MS Office 2007 (With MS Office 2010 Updates)*.
2. Prof. Satish Jain, M. Geetha: *Complete guide for Step-by-Step Learning Quick and Easy Reference for learning MS Office 2010*
3. Priti Sinha, Pradeep Sinha *Computer Fundamentals 6th Edition 6th Edition*.

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Paper -IV

Advance Course in Management

Time : 3 Hours.
Credit Points: 3

Theory Paper: Max.80
Internal Assessment: Max. Marks: 20
Minimum Passing Marks: 55

Note: The paper setter is required to set two questions from each unit and the students will be required to attempt one question from each unit. All questions will be of equal marks.

Unit I: General Management

Management in 21st Century, Business Process Re-engineering, Corporate Governance, Corporate Social Responsibility & Business Ethics, Benchmarking, Transformational Leadership, Team Building, Overview of Strategic Management.

Unit II: Human Resource Management

360 degrees Appraisal, Flexi Timing, Emotional Intelligence, Organizational Excellence, Learning Organization, Knowledge Management, Employee Empowerment, Potential Appraisal & Talent Management, Succession Planning, Career Planning and Management, Employee Engagement and Retention Strategies.

Unit III: Marketing Management

Marketing Strategy, Advertising and Sales Promotion, Consumer Behaviour, Creating & Delivering Customer Value, Marketing in a Liberalised Economy, Retail Management, One Roof Concept, Mall Culture, Organised Retail, On-line and Mobile Marketing, Multi Level Marketing, Green Marketing, Rural Marketing, Relationship Marketing & CRM, Social Marketing,

Unit IV: Financial Management

Activity Based Costing, Economic Value Added, Micro Finance, Derivatives Market in India, Stock & Commodity Markets, Corporate Portfolio Analysis in India, NBFC and SIPs , Credit Ratings, DIIs, FDI & FII, Foreign Exchange Market in India, Recent Changes in Global Financial Markets.

Unit V: Operations Management

Enterprise Resource Planning, Business Process Outsourcing, Kaizen, Six Sigma, Just in Time Inventory, Flexible Manufacturing System, Quality Assurance & Quality Standards, ISI & ISO, Concept TQM, Supply Chain Management & Logistics.

Suggested Readings:

1. Gupta C K, Sharma S, *Financial Management*, Sahitya Bhawan Publications, New Delhi,
2. K.S. Thakur, *Emerging Issues in Business Management* Paperback – 30 Jul 2008
3. Charle B.Wankel. *21st Century Management: A Reference Handbook (21st Century Reference) 1st Edition*
4. Daniel Goleman, *Emotional Intelligence: Why it Can Matter More Than IQ* Mass Market 2016,
5. Philip T. Kotler, *Marketing Management* Dec 2014, Prentice Hall,
6. S. Chary, *Production & Operations Management – 16 Jul 2004, Tata Mac Graw Hill.*

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Paper -V

Comprehensive Viva Voce

Credit Points: 3

Max. Marks: 100

Minimum Passing Marks: 55

A comprehensive viva will be conducted at the end of the coursework. The candidate will be orally examined on the above four papers.

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