Pre Ph.D. (Management)

Faculty of Management Studies
DIT University Dehradun

Course Structure
for
Pre Ph.D. (Management) Course Work
Session: 2018-19

Amended by the BoS and approved by the Academic Council at its 9th Meeting held on 14.04.2018

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Course Category	Course Code	Course Name	L	T	P	Credits
DC	MB901	Research Methodology	4	0	0	4
DC	MB902	Advanced Data Analytics	4	0	0	4
DE		Elective (as per specialization)	4	0	0	4
DE		Elective (as per specialization)	4	0	0	4
DC	MB903	PhD Seminar	0	0	1	1
		Total Credits				**17**

List of Electives

Elective - 1(Marketing)						
SL No.	**Course Code**	**Subject Name**	**L**	**T**	**P**	**Credits**
1	MB921	Advanced Digital Marketing	4	0	0	4
2	MB922	Advanced Consumer Behavior	4	0	0	4
3	MB923	Advanced Brand Management	4	0	0	4
4	MB924	Advanced Retail Management	4	0	0	4
5	MB925	Advances in Service Marketing	4	0	0	4

Elective – 2(Human Resource Management)						
SL No.	**Course Code**	**Subject Name**	**L**	**T**	**P**	**Credits**
1	MB931	Industrial Relations and Labor Laws	4	0	0	4
2	MB932	Advanced Organization Behavior	4	0	0	4
3	MB933	Organization Development and Change Management	4	0	0	4
4	MB934	Advances in Performance Management Practices	4	0	0	4
5	MB935	Advanced Techniques of Training and development	4	0	0	4

Elective - 3(Finance)						
SL No.	**Course Code**	**Subject Name**	**L**	**T**	**P**	**Credits**
1	MB941	Advanced Financial Accounting	4	0	0	4
2	MB942	Advanced Cost and Management Accounting	4	0	0	4
3	MB943	Understanding Financial Derivatives	4	0	0	4
4	MB944	Advances in Tax Management	4	0	0	4
5	MB945	Project Finance	4	0	0	4

Elective - 4 (Banking and Insurance)						
SL No.	**Course Code**	**Subject Name**	**L**	**T**	**P**	**Credits**
1	MB951	IT in Banking	4	0	0	4
2	MB952	General Bank Operation	4	0	0	4
3	MB953	Risk Management and Insurance	4	0	0	4
4	MB954	Investment Banking	4	0	0	4
5	MB955	Rural banking	4	0	0	4

Note: Apart from above listed Elective courses, Research Scholar may choose any course across departments being offered at PG level, if it is required/suggested by the Research Committee.

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Subject Code	MB901	Subject Title	Research Methodology						
LTP	4 0 0	Credit	4	Subject Category	UC	Year	1st	Semester	I / II

UNIT – I

Fundamentals of Research: Defining research, Objectives of research, types, research process, deductive and inductive reasoning;

Identifying and formulating a research problem, Literature review: Search for existing literature (World Wide Web, Online data bases), Review the literature selected (Case studies, review articles and Meta-analysis), Develop a theoretical and conceptual framework, Writing up the review,

Definition of variables: Concepts, indicators and variables, Types of variables, Types of measurement scales, Constructing the Hypothesis- Null(Research) and alternative, one-tailed and two-tailed testing, errors in testing. Ethical and Moral Issues in Research, Plagiarism, tools to avoid plagiarism – Intellectual Property Rights – Copy right laws – Patent rights

UNIT – II

Research Design: Design of Experiments: Research Designs -Exploratory, Descriptive and Experimental, Experimental designs- Types of Experimental Designs

UNIT – III

Sampling, Sampling distribution, and Data Collection: Sampling distribution, Normal and binomial distribution, Reasons for sampling, sampling technique, sampling errors.Sources of Data-Primary Data, Secondary Data, Data Collection methods

UNIT – IV

Statistical Data Analysis: Descriptive and inferential statistical analysis. Testing of hypothesis with Z-test, T-test and its variants, Chi-square test, ANOVA, Correlation, Regression Analysis, Introduction to data analysis data using SPSS20.0

UNIT – V

Research Report: Writing a research report**-** Developing an outline, Formats of Report writing, Key elements- Objective, Introduction, Design or Rationale of work, Experimental Methods, Procedures, Measurements, Results, Discussion, Conclusion, Referencing and various formats for reference writing of books and research papers, Writing a Research Proposal.

Books Recommended:

1. Ganesan R, Research Methodology for Engineers , MJP Publishers, Chennai. 2011
2. C.R.Kothari, "Research Methodology", 5th edition, New Age Publication,
3. Cooper, "Business Research Methods", 9th edition, Tata McGraw hills publication
4. Walpole R.A., Myers R.H., Myers S.L. and Ye, King: Probability & Statistics for Engineers and Scientists, Pearson Prentice Hall, Pearson Education, Inc. 2007.
5. Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
6. Bordens K.S. and Abbott, B.b.: Research Design and Methods, McGraw Hill, 2008.
7. Morris R Cohen: An Introduction to logic and Scientific Method (Allied Publishers) – P 197-222; 391–403