

Ph D Entrance Syllabus for Business Administration

RESEARCH METHODOLOGY

Unit 1 AN OVERVIEW OF RESEARCH MEHODOLOGY

Definition of Research; Objectives, Scope, Criteria, Characteristics, Importance of Research; Challenges for Research; Ethics in Research; Research Applications in Business Decisions.

Types of Research (from the point of applications) – Basic Research, Applied Research;

Types of Research (from the point of Objectives) – Exploratory Research, Descriptive Research, Casual Research;

Types of Research (from the point of inquiry mode) – Qualitative & Quantitative Research;

Other Research Types: Empirical Research, Scientific Research, Social/Behavioral Research, Historical Research, Action Research.

Unit 2 CONCEPTS AND TOOLS FOR BUSINESS RESEARCH

Business Research; Business Research Process; Deductive & Inductive approach in research; Introduction to Constructs, Concepts, Variables & its Types.

Literature Review: Methods of Reviewing Literature; Theoretical and Conceptual Frameworks; Literature Map.

Unit 3 BUSINESS RESEARCH PROCESS

Management Dilemma, Defining the Research Problem; Formulating the Research objectives, research questions, research hypothesis ; Developing Research Proposal; Research Design ; Sampling Design – Sampling, Types – Probability sampling, Non – probability sampling, Steps involved in selection of sampling, Sample Size determination, Sampling Errors; Creating Research Instrument – Drafting questionnaire, Administering the questionnaire; Pre – testing the questionnaire – Pilot Testing; Criteria of good measurement – Reliability, Validity; Methods of data collection – Primary & Secondary Data Sources; Data Refining and Preparation; Processing of data – Editing, Coding, Classification, Tabulation; Data Analysis and Interpretation ; Research Reporting.

Unit 4 **SURVEY RESEARCH**

Nature of Surveys; Survey Objectives; Role of the participants – Researcher Role & Respondents Role; Types of Surveys – Census and Sample Surveys; The Survey Process; Errors in Survey Research – Random Sampling Error Vs Systematic Error (bias); Ethical issues in Survey research.

Qualitative Research tools:

Interview methods, Delphi Technique, Focus Groups, Case study methods, Projective Techniques, Experience Survey, Observation Methods.

Scaling Techniques:

Type of Measurement scales – Nominal/ Ordinal/ Interval/ Ratio scales.

Classification of Scales: Comparative Scaling Techniques – Paired Comparison, Rank Order, Constant Sum Scaling; Non – Comparative Scaling Techniques – Rating scale, Likert Scale, Semantic Differential Scale, Stapel Scales.

Unit 5 **REPORT WRITING**

Significance of Research report; Types of research report – Technical Report, Popular Report; Steps in writing Report, Layout of the research report, Mechanics of writing Research report, Precautions for writing reports, Standard methods of quoting Bibliography.

LEARNING RESOURCES

1. Neena Sodhi, Deepak Chawla (2011), Research Methodology Concepts & Cases, 2/e, Vikas Publishing House Pvt. Ltd.
2. Donald R. Cooper, Pamela S. Schindler, (2014), Business Research Methods, 12/e, Tata McGraw – Hill Co. Ltd.,
3. Kothari C.R. (2013). Research Methodology: Methods and Technique, 3/e, new age international publishers.
4. William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin, (2011), Business Research Method, 8/e, Cengage Learning.
5. Srivastava T. N and Shailaja Rego (2011), Business Research Methodology, Tata McGraw Hill.
6. Bell Emma and Broman Alan, (2016), Business Research Methods – 3/e, Oxford University.
7. Sekaran Uma and Bougie Roger (2016), Research Methods for business – A skill building Approach, 7/e, John Wiley & Sons publications.

BUSINESS MANAGEMENT

- Unit 1** Management – Concept, Process, Theories and Approaches, Management Roles and Skills Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers. Decision Making – Concept, Process, Techniques and Tools Organization Structure and Design – Types, Authority, Responsibility, Centralization, Decentralization and Span of Control. Managerial Economics – Concept & Importance – Demand analysis – Forecasting Market – Market Classification & Price Determination – Business Ethics & CSR – Ethical Issues & Dilemma Corporate Governance Value – Based Organization
- Unit 2** Organizational Behaviour – Significance & Theories – Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation Group Behaviour – Team Building, Leadership, Group Dynamics – Organizational Culture & Climate – Human Resource Management – Concept, Perspectives, Influences and Recent Trends – Human Resource Planning, Recruitment and Selection, Induction, Training and Development.
- Unit 3** Strategic Role of Human Resource Management, Competency Mapping & Balanced Scoreboard, Career Planning and Development – Performance Management and Appraisal – Organization Development, Change & OD Interventions, Talent Management & Skill Development – Employee Engagement & Work – Life Balance – Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security – International Human Resource Management – HR Challenge of International Business – Green HRM
- Unit 4** Accounting Principles and Standards, Preparation of Financial Statements – Financial Statement Analysis – Ratio Analysis, – DuPont Analysis – Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis – Financial Management, Concept & Functions – Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control.
- Unit 5** Time Preference for Money, Valuation of Bonds and Shares, Risk and

Returns – Capital Budgeting – Nature of Investment – Dividend – Theories and Determination – Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover – Portfolio Management – CAPM, APT – Derivatives – Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring – International Financial Management, Foreign exchange market

Unit 6 Strategic Management – Concept, Process, Decision & Types – Strategic Analysis – External Analysis, PEST, Porter’s Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis
Strategy Implementation – Challenges of Change, Developing Programs
Mckinsey 7s Framework – Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction

Unit 7 Market Segmentation, Positioning and Targeting – Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies – Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion.

Unit 8 Statistics for Management: Concept, Measures of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential – Data Collection & Questionnaire Design Sampling – Concept, Process and Techniques – Hypothesis Testing – Procedure; T, Z, F, Chi – square tests Correlation and Regression Analysis.

Unit 9 International Business – Managing Business in the Globalization Era; Theories of International Trade; Balance of Payment – Foreign Direct Investment – Benefits and Costs – Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions – IMF and World Bank – Information Technology – Use of Computers in Management Applications; MIS, DSS.

Unit 10 Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies – Intrapreneurship – Concept and Process – Women Entrepreneurship and Rural Entrepreneurship –

Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas – Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis.

LEARNING RESOURCES

1. Robbins, S. P., Judge, T., & Campbell, T. (2017). *Organizational behaviour*. Pearson Higher Ed.
2. N. Gregory Mankiw and Mark P. Taylor (2020), *Economics* (5 ed.), Cengage Learning
3. Gupta, S.P., Gupta P.K., (2022), *Business Statistics & Business Mathematics*. Sultan Chand & Sons.
4. Hill, C. W., Jones, G. R., & Schilling, M. A. (2014). *Strategic management: Theory & cases: An integrated approach*. Cengage Learning.
5. Philip Kotler, Gary Armstrong, Prafulla Agnihotri (2021) *Principles of Marketing*, 17/e. Pearson.
6. Gary Dessler and Biju Varkey (2017) *Human Resource Management*, 15/e, Pearson, New Delhi.
7. Maheshwari, S.N., Suneel K. Maheshwari, Sharad K. Maheshwari (2022). *Financial and Management Accounting*, 6/e, Sultan & Chand New Delhi.
8. Kuratko, D. F. (2016). *Entrepreneurship: Theory, process, and practice*. Cengage Learning.
9. Khan and Jain (2018) *Financial Management Text, Problems and Cases*, 8/e, Tata McGraw Hill.
