

વિજ્ઞાન સંસ્થાન પેશન

Saurashtra University

RAJKOT



(Accredited Grade A by NAAC)

Faculty of Business Management
Syllabus

For

Ph.D. Course Work in Management

(w.e.f. July – 2018)

Department of Business Management

Saurashtra University

RAJKOT - 360 005

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વિજ્ઞાન સંસ્થાન પેશન

Ph.D. Course Work in Management

Ph.D. (Management), Course work Credit Requirements, number, duration, syllabus and Minimum standards for completion as per Ordinance 6 of Saurashtra University, Rajkot for Ph.D. -2016.

The Ph.D. (Management) course work shall be 08 credit which will be distributed as follows:

Course Work on Research Methodology (4 – Credit)

Quantitative and Qualitative Research

- **Research – an introductory approach:**
Meaning and definition of research - Characteristics of research - motivating for research - approaches of research – Ethics in Research
- **Research Methods and Techniques:**
Case survey – survey – experimental - field investigation – evaluation – laboratory - business game - focus group discussion
- **Research design:**
Definition, characteristics, components, types of research design: descriptive, diagnostic, exploratory and experimental.
- **Collection of data:**
Primary and secondary data, methods of primary data collection, questionnaires, observations, interview, types of secondary data, advantages and disadvantages of secondary data.
- **Sampling:**
Introduction, meaning and definition, characteristics, types of sampling: random, stratified random, systematic, cluster, multistage sampling, probability and non-probability sampling. Scaling technique
- **Process of data:**
Editing, Coding, classifications and tabulation
Analysis and interpretation of data and testing of hypothesis:
Hypothesis formulation, level of signification, degree of freedom, Testing of Hypothesis – Parametric and Non-parametric test like t-test, F-test, Chi-square test, ANOVA, Z-test, Regression and Multivariate Regression Analysis, Factor Analysis
- **Writing and presenting Research project report**

Course Work on Computer Application and Review of Literature (4 – Credit)

- Unit - I Computer Application** – 50%
- **Application of Office packages**
 - **Application of Text processing software**
 - Introduction to word-text formation features - Inserting the table and object - Mail Merge
 - **Application of Spread Sheet**
 - Features of spread sheet – Range, formulas and Functions - Applications of spread sheet
 - Use of spreadsheet in testing hypothesis and in business and management decision making application.
 - **Application of presentation package**
 - Slide presentation for business – it's features and usage - Creating a presentation – adding various effects
 - **The Internet & Intranets**
 - Introduction to Internet - The operations of Internet - Services provided by the Internet - The world wide web - Internet Challenges
 - **Use of computer in Research with SPSS and Relevant Statistical Packages**
- Unit – II Review of Literature** – 50%
- Detailed review of literature in the area of research

Reference Books:

- ❖ Coper D.R. and Schindler P.S., Business Research Methods, Tata McGraw Hill, New Delhi, 2005.
- ❖ C.R.Kotheri, Research Methodology, Methods & Techniques, Wishwa Prakashan, New Delhi.
- ❖ J.K.Sachdeva, Business Research Methodology, Himalaya Publishing House.
- ❖ David J. Luck and Ronald S.Rubin, Marketing Research, PHI Learning Private Limited, New delhi, 2009.
- ❖ Ed Bott, Woody Leonhard, Special Edition Using Microsoft Office 2007, Pearson Publication, New Delhi

2. Above course work will be learnt in First Semester of Ph.D. Programme.

3. Scheme of Assessment:

Total credit for the course work: 08

(i)	Course Work on Research Methodology	04 Credit	Assignment Marks Out of 50
(ii)	Course Work on Computer Application and Review of Literature	04 Credit	Assignment Marks Out of 50

- The students will submit assignment in each of the above component and shall be evaluated by the Research Advisory Committee and the Department as per the above-mentioned scheme and a student is required to score minimum 55% of marks for successful completion of the course work.
- Upon successful completion of the course work, the Ph.D. students shall be eligible to submit his/her dissertation.