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
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
• Application of Office packages
• Application of Text processing software
  o Introduction to word-text formation features - Inserting the table and object - Mail Merge

• Application of Spread Sheet
  o Features of spread sheet – Range, formulas and Functions - Applications of spread sheet
  o Use of spreadsheet in testing hypothesis and in business and management decision making application.

• Application of presentation package
  o Slide presentation for business – it’s features and usage - Creating a presentation – adding various effects

• The Internet & Intranets
  o 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
• Detailed review of literature in the area of research

Reference Books:
❖ C.R.Kotheri, Research Methodology, Methods & Techniques, Wishwa Prakashan, 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

<table>
<thead>
<tr>
<th></th>
<th>Course Work on Research Methodology</th>
<th>04 Credit</th>
<th>Assignment Marks Out of 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ii)</td>
<td>Course Work on Computer Application and Review of Literature</td>
<td>04 Credit</td>
<td>Assignment Marks Out of 50</td>
</tr>
</tbody>
</table>

- 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.