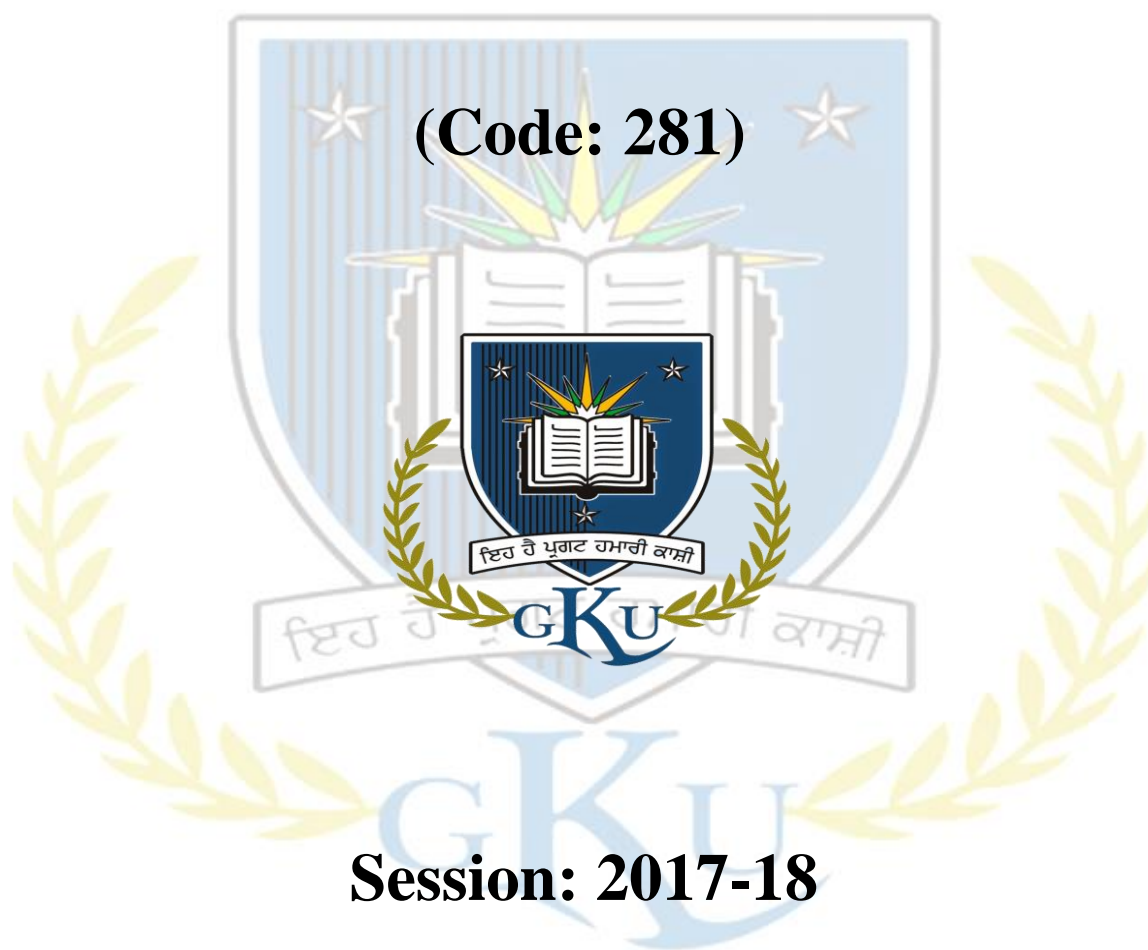


# **Program Syllabus Booklet**

**Doctor of Philosophy**

**(Management)**

**(Code: 281)**



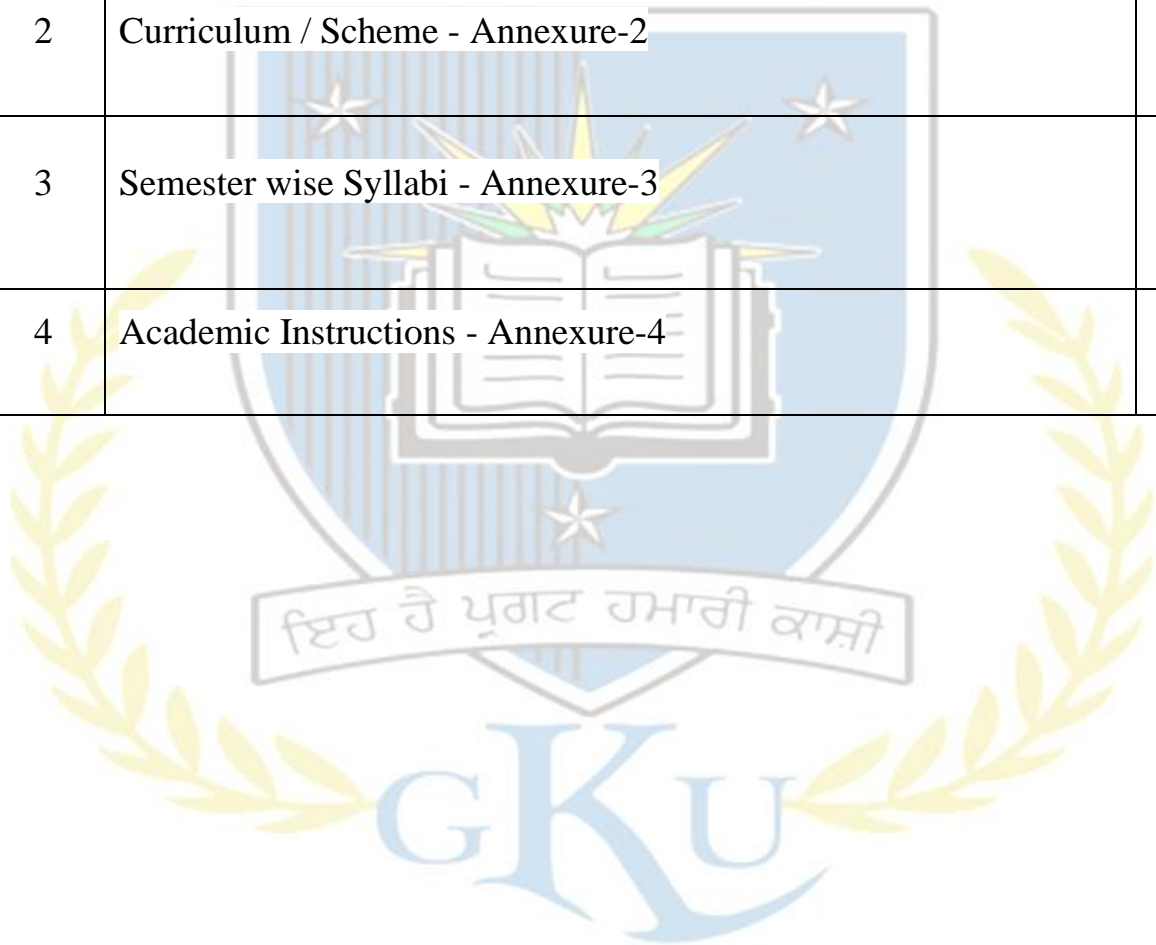
**Session: 2017-18**

**University College of Commerce and  
Management  
Guru Kashi University**

**Talwandi Sabo**

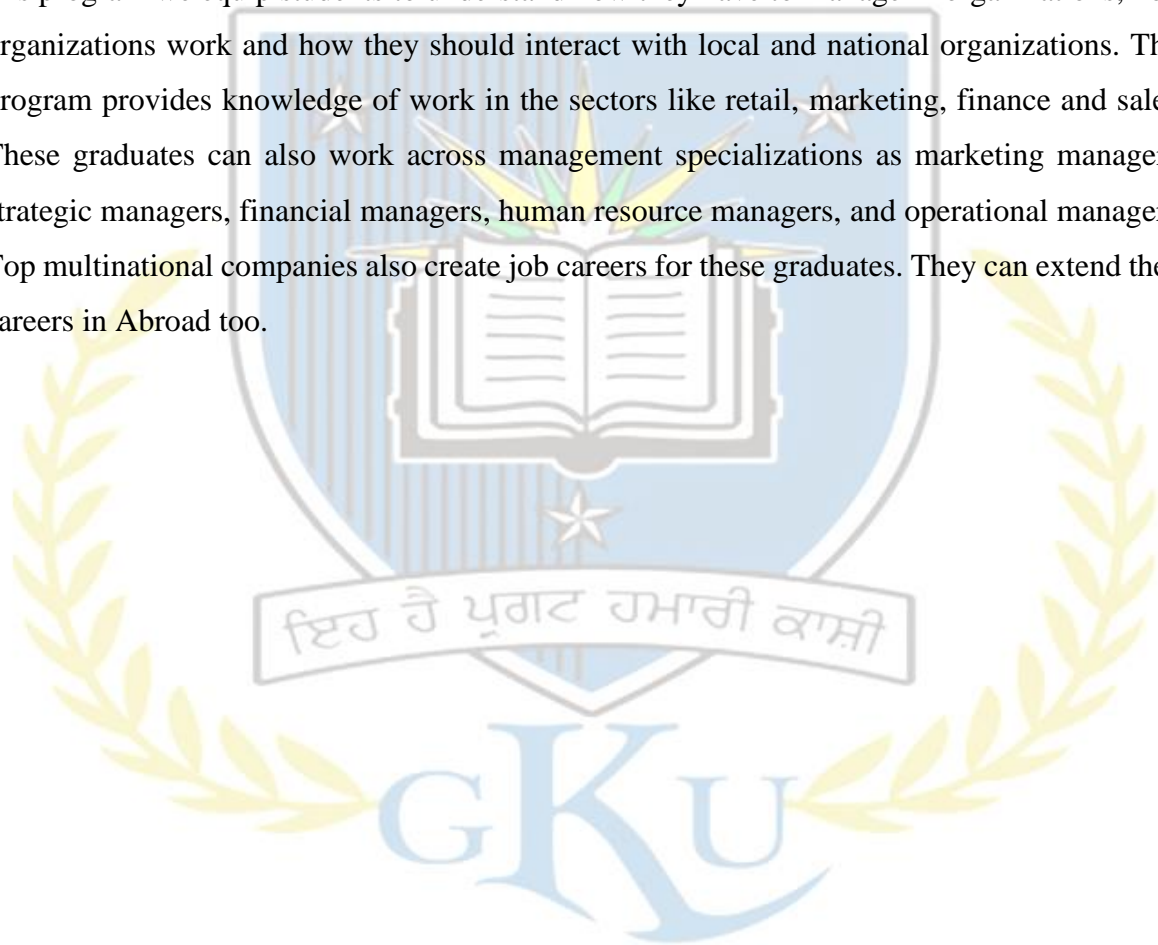
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### **Doctor of Philosophy (Management)**

Doctor of Philosophy (Ph.D.) in Management Studies is a 3 years full time doctorate course which is divided into 6 semesters. This program provides candidates with a foundation in human resource management and organizational behaviour. This course allows students to obtain skills and knowledge for getting good positions in wide range of organizations. Through this program we equip students to understand how they have to manage in organizations, how organizations work and how they should interact with local and national organizations. This program provides knowledge of work in the sectors like retail, marketing, finance and sales. These graduates can also work across management specializations as marketing managers, strategic managers, financial managers, human resource managers, and operational managers. Top multinational companies also create job careers for these graduates. They can extend their careers in Abroad too.



Study Scheme										
Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	180101	Research Methodology	T	4	0	0	4	50	50	100
2	<b>Elective-I</b>									
3	180104	Research and Publication Ethics	T/P	1	0	2	2	50	50	100
4	B281101	Recent Advances in Management studies	T	4	0	0	4	50	50	100
5	281102	Seminar	P	NA	NA	NA	2	100	NA	100
Total No. of Credits							12/13			

<b>Elective-I (Select one of the following subjects)</b>										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	180102	Computer Applications in Research	T/P	1	0	2	2	100	NA	100
2	180105	Statistical Methods	T	3	0	0	3	50	50	100

**Course Name: Research Methodology**

**Course Code: 180101**

**Semester 1<sup>st</sup>**

**Credits: 04**

**L T P**

**4 0 0**

### **Course Contents**

#### **Research**

Objectives of Research, Research types, Research methodology, Research process – Flowchart, description of various steps, Selection of research problem

#### **Research Design**

Meaning, Objectives and Strategies of research, different research designs, important experimental designs, completely randomized, randomized block, Latin Square, Factorial experimental design.

#### **Methods of Data Collection and Presentation:**

Types of data collection and classification, Observation method, Interview Method, Collection of data through Questionnaires, Schedules

#### **Probability Distributions**

Discrete and Continuous probability distributions, Binomial, Poisson, Exponential, Normal, Frequency distribution, Cumulative Frequency distribution, Relative Frequency distribution.

#### **Sampling Methods:**

Different methods of Sampling : Probability Sampling methods , Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling and Multistage Sampling.

Non probability Sampling methods, Sample size

#### **Testing of Hypotheses:**

Testing of Hypotheses concerning mean(s), Testing of Hypotheses concerning proportion (s), Testing of Hypotheses concerning variance(s)

Parametric tests (t, z and F) , Chi Square test.

#### **Analysis of Data:**

Statistical measures and their significance: Central tendencies, variation, skewness, Kurtosis.

Analysis of Variance, One – way ANOVA

Correlation and Regression, Multiple Regression, Time series analysis, Factor Analysis, Centroid method.

Computer simulations using MATLAB / SPSS

**Report writing and Presentation:**

Types of reports, Report Format – Cover page, Introductory page, Text, Bibliography, Appendices, Typing instructions, Oral Presentation.

**References:**

- Montgomery, D. C. (2017). *Design and analysis of experiments*. John Wiley & sons.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International. New Delhi
- Krishnaswamy, K., Sivakumar, A., & Mathirajan, M. (2006). *Research Methodology- integration of Principles, Methods and Techniques*.
- Chawla, D., & Sodhi, N. (2011). *Research methodology: Concepts and cases*. Vikas Publishing House.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: McGraw-hill.
- Gupta, S. P. (2001). *Statistical Methods*, Sultan Chand and sons. New Delhi, 42.

**Websites links**

- <https://library.sacredheart.edu/c.php?g=29803&p=185902>
- <http://www.mgcub.ac.in/pdf/material/20200412163718c034959fb5.pdf>
- <https://www.nedarc.org/statisticalHelp/advancedStatisticalTopics/hypothesisTesting.html>
- <http://web.cjcu.edu.tw/~jdwu/biostat01/lect004.pdf>

**Course Name: Recent Advances in Management Studies**

**Course Code: A281101**

**Semester 1<sup>st</sup>**

**Credits: 02**

**L T P**

**1 0 2**

**Course Contents**

**Unit I**

**Basic concepts of management:** Definition, Need and Scope, Different schools of Management thought, Behavioural, Scientific, Systems, and Contingency Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo

## Unit II

**Planning**– Concept, Nature, Importance, Steps, Limitations, Management by objectives

**Organizing** - Concept, Nature, Importance, Principles, Centralization, Decentralization,

**Organization Structures**- Line and Staff Authority, Functional, Product, Matrix, Geographical, Customer, New Forms of Organization, Virtual, Organizations as Networks, Types of Network Organizations/Clusters, Self-Organizing Systems. Organizational Designs for Change and Innovation, Designing Principles for New Forms of Organizations

**Staffing** - Concept, Nature, Importance, Steps, Concept of knowledge worker.

**Directing** – Concept, Nature, Importance.

**Controlling** - Concept, Nature, Importance, Process of controlling, Control techniques.

## Unit III

Theories of Group Formation, Formal and Informal Groups and their interaction, Importance of teams, Formation of teams, Team Work, Leading the team, Team Meeting, Conflict Management, Traditional vis-à-vis Modern view of conflict, Conflict Process, Strategies for resolving destructive conflict, Stress management, employee welfare, energy management and energy audit.

## Unit IV

**Decision making:** Concept, Nature, Importance, and Process. Types of decisions, Problems in decision making

**Modern approaches to management:** Concept of Knowledge management, change management, technology management, supply chain management, introduction to Intellectual Property Rights (IPR) and cyber laws, process and project quality standards – six sigma, CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations

## Unit V

**Contemporary Issues:** Social Responsibility & Ethics, Globalization & Management Inventing & Reinventing Organizations, Culture & Multiculturalism, Managing Organizational Change & Innovation

### References:

- Horngren, C. T., & Srikant, M. Data, and George Foster. 2002. *Cost Accounting: A Managerial Emphasis*.
- Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2005). *Financial and managerial accounting*. China Machine Press..
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- V.S. Ramaswamy., & S. Namakumari, *Marketing Management, Planning, Implementation and*

*Control*, Macmillan.

- RS, R. K., & Atkinson, A. A. (1989). *Advanced management accounting*. Prentice-Hall Inc.

**Websites links:**

- [https://www.researchgate.net/publication/329758697\\_Cost-Volume-Profit\\_Analysis\\_Chapter\\_3](https://www.researchgate.net/publication/329758697_Cost-Volume-Profit_Analysis_Chapter_3)
- <https://www.mreza-mira.net/wp-content/uploads/Marketing-Insights-from-A-to-Z.pdf>
- <https://www.slideshare.net/atifghayas/international-business-67787886>

**Course Name: Computer Applications in Research**

**Course Code: 281101**

**Semester: 1<sup>st</sup>**

**Credits: 02**

**L T P**

**1 0 2**

**Common for all branches except Hindi, Punjabi, English, History and Religious Study**

**Unit 1**

Generating Charts/Graphs in Microsoft Excel, Power Point Presentation, Websearch, Use of Internet and www. Using search like Google etc

**Unit 2:**

SPSS concepts and its use for Statistical Analysis

**Unit 3:**

MatLab and its use for Statistical Analysis

**Unit 4:**

Introduction to the use of LaTeX, Mendeley, Anti-Plagiarism

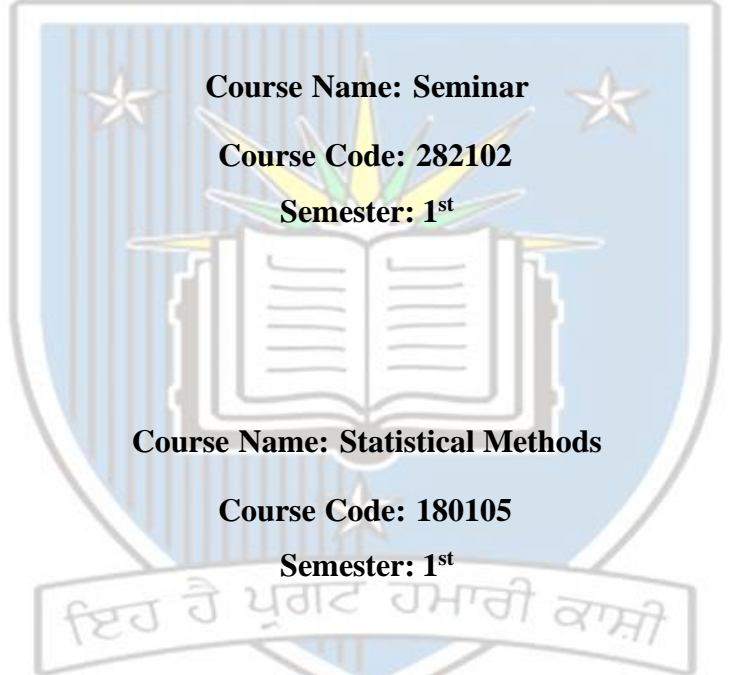
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- Bansal, R. K., Goel, A. K., & Sharma, M. K. (2009). *MATLAB and its applications in engineering*. Pearson Education India.
- Landau, S., & Everitt, B. S. (2003). *A handbook of statistical analyses using SPSS*. Chapman and Hall/CRC.
- Office 2007 in Simple Steps, Kogent Solutions, (Wiley Publishers).
- MS-Office 2007 Training Guide, S. Jain (BPB Publications).



**Websites links:**

- <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1000&context=psy>
- <https://blog.mendeley.com/2011/10/25/howto-use-mendeley-to-create-citations-using-latex-and-bibtex/>
- <https://www.mathworks.com/matlabcentral/fileexchange/30291-matlab-tools-for-scientists-introduction-to-statistical-analysis-choer>



**Course Name: Seminar**  
**Course Code: 282102**  
**Semester: 1<sup>st</sup>**

**Credits: 02** **L T P**  
**1 0 2**

**Course Name: Statistical Methods**  
**Course Code: 180105**  
**Semester: 1<sup>st</sup>**

**Credits: 03** **L T P**  
**3 0 0**

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**Unit-I**

Probability distribution: uniform, binomial, Poisson, geometric, hyper geometric, negative binomial, multinomial, normal, exponential, Cauchy, Gamma, Beta, Weibull, log normal, logistic and Pareto.

**Unit-II**

Compound and truncated distributions. Central and non-central z, t and F. Bivariate normal

**Unit-III**

Distribution of quadratic forms and r-th order statistic. Practical: Random experiments. Moments

**Unit-IV**

Correlation and regression. Fitting of: binomial, Poisson, normal, hyper geometric and

negative binomial. Truncated binomial and Poisson. Log normal.

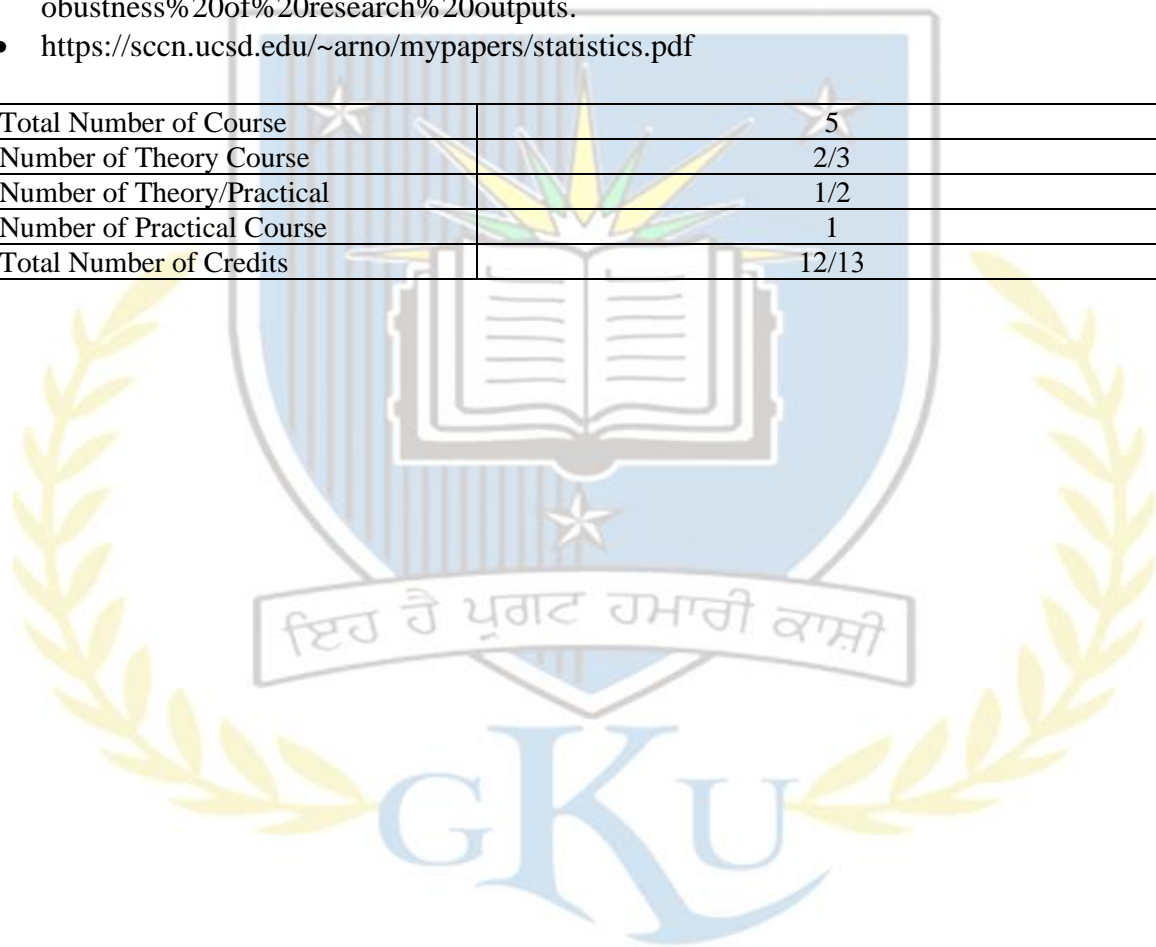
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- Chiang, C. L. (2003). *Statistical methods of analysis*. World Scientific.
- Freund, R. J., & Wilson, W. J. (2003). *Statistical methods*. Elsevier.
- Ott, R. L., & Longnecker, M. T. (2015). *An introduction to statistical methods and data analysis*. Cengage Learning.

**Websites links:**

- <https://www.nature.com/subjects/statistical-methods#:~:text=Statistical%20methods%20are%20mathematical%20formulas,the%20robustness%20of%20research%20outputs.>
- <https://sccn.ucsd.edu/~arno/mypapers/statistics.pdf>

Total Number of Course	5
Number of Theory Course	2/3
Number of Theory/Practical	1/2
Number of Practical Course	1
Total Number of Credits	12/13



**ACADEMIC INSTURCTIONS**

**Attendance Requirements**

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

**Assessment of a course**

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

Components	Attendance	Internal (50)				MST1	MST2	External (50) ETE	Total
		Assignment							
		A1	A2	A3					
Weightage	10	10	10	10	30	30	50		
Average Weightage	10	10			30		50	100	

**Passing Criteria**

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.