

# **Ph.D. Coursework Syllabus**

**(Academic Year 2022-23)**



## **Faculty of Management Studies**

**JIS University  
81, Nilgunj Road, Agarpara  
Kolkata 700109  
West Bengal  
India**

## Syllabus for Ph.D. Coursework

Sl	Course code	Course	Credit points	Full marks	Course type#	Total credits	Total marks
<b>UNIVERSITY PAPER (COMMON)</b>						<b>14</b>	<b>350</b>
1	RPD1001	RESEARCH METHODOLOGY	4	100	C		
2	RPD1002	RESEARCH AND PUBLICATION ETHICS	2	50	C		
<b>FACULTY PAPER (OPTIONAL)</b>							
3	RMG1001	PRINCIPLES OF MANAGEMENT AND BUSINESS STRATEGIES	4	100	M		
4	RMG1002	ADVANCE MARKETING MANAGEMENT	4	100	M		
5	RMG1003	ADVANCE HUMAN RESOURCE MANAGEMENT	4	100	M		
6	RMG1004	ADVANCE FINANCIAL MANAGEMENT	4	100	M		

# C = COMMON COURSE; M = MAJOR COURSE

## **COURSE NAME: RESEARCH METHODOLOGY**

**COURSE CODE: RPD1001**

**CREDIT POINTS: 4**

- I. Research-Definition, Objectives of Research, What Makes People do Research? Qualities of a good Researcher, Limitations of Research, Views of Researchers, Scientific method of Research, Importance of Research, Illustrations of Research.
- II. Process of Research. Research Methods, Research Methods versus Research Methodology. Fundamental or Basic Research and Examples, Applied Research and Examples, Differences between Basic Research and Applied research. Difference between Approach and Validity, Reliability versus Unbiased and objective, Research structured enquiry, Research Design.
- III. Normal, Revolutionary, Quantitative, and Qualitative Research Methods. Learning from Qualitative and Quantitative Research. Data Collection, Generation of Data using Qualitative Methods: (Individual Interviews, Focus groups, Observations, Self-Study, Action Research), Sources of Quantitative Data, Analyzing Quantitative Data, Pros and Cons of Qualitative research, Comparing Quantitative and Qualitative Research, Example and Distinction, Important Difference, Qualitative research, Descriptive Versus Analytical, Conceptual Versus Empirical, Decision-oriented versus Conclusion-oriented,
- IV. Process of literature Survey, Advantages and Pitfalls. The Internet as a Medium for Research, Availability of Scientific Research Information, Problems Encounter, Features of Conducting Research through Internet, New Challenges to Researchers, Potential Advantages of Online Questionnaire, Potential Difficulties, Preservation of References, Assessing the Current Status.
- V. Ethics in Research, Computer Ethics, Some areas of Research Ethics, Essential information required for authority, Author Responsibilities, What is not acceptable? What are Plagiarism and Self-Plagiarism, Other Types of Ethical Violations, How Journals Detect and Handle Problem Papers? Example, Reasons for possible Plagiarism, appropriate authorship.
- VI. Seminar, Oral Report, Quotation, Points to be Remembered in Preparing an Oral Report, Write-up of the oral presentation, Art of writing and layout of Research Paper or Article or Ph. D. Thesis. Main Text, End Matters, Content of work.

## References:

1. Ander May, R., Meyer, V., Van Rys, J., Kemper, D., & Sebranek, P. (2016). *The College Writer: A Guide to Thinking, Writing, and Researching*, MIT Press.
2. Gustavii, B. (2014). *How to Write and Illustrate a Scientific Paper*. New York, NY: Cambridge.
3. Kothari, C.K. (2015). *Research Methodology – Methods and Techniques*. New Age International, New Delhi.
4. Krishnswamy, K.N., Shivkumar, Appalyer, & Mathiranjana M. (2013). *Management Research Methodology: Integration of Principles, Methods, and Techniques*. Pearson Education, New Delhi.
5. G. Vijaylakshmi and C. Sivapragasam (2008). *Research Methods: Tips and Techniques*. MJP Publishers, Chennai.

## **COURSE NAME: RESEARCH AND PUBLICATION ETHICS**

**COURSE CODE: RPD1002**

**CREDIT POINTS: 2**

### **I. PHILOSOPHY AND ETHICS**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

### **II. SCIENTIFIC CONDUCT**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

### **III. PUBLICATION ETHICS**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

### **IV. OPEN ACCESS PUBLISHING**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU

### **V. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.**

## **VI. PUBLICATION MISCONDUCT**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad
4. Use of plagiarism software like Turnitin, Urkund and other opensource software tools

## **VII. DATABASES AND RESEARCH METRICS**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

## **VIII. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score**

Metrics: h-index, g index, i10 index, altimetric

### **References:**

1. Bird, A. (2006). *Philosophy of Science*. Routledge.
2. MacIntyre, Alasdair (1967). *A Short History of Ethics*. London.
3. P. Chaddah (2018). *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*.
4. National Academy of Sciences, National Academy of Engineering, and Institute of Medicine (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research* (Third Edition). National Academies Press.
5. Resnik, D. B. (2011). *What is Ethics in Research & Why is it Important*. National Institute of Environmental Health Sciences.
6. Beall, J. (2012). *Predatory Publishers Are Corrupting Open Access*. *Nature*, 489(7415), 179–179.
7. Indian National Science Academy (INSA) (2019). *Ethics in Science Education, Research and Governance*.

## **COURSE NAME: PRINCIPLES OF MANAGEMENT AND BUSINESS STRATEGIES**

**COURSE CODE: RMG1001**

**CREDIT POINTS: 4**

- 1. Module I:** Nature and importance of management- meaning, definition, importance, characteristics and function of management, management as a science and art, objective of management, Principle of management- meaning, definition. Scientific management principle to Modern day Principles. Short comings, pitfalls, strengths and threats of various approaches.
- 2. Module II:** Planning: Nature, Objectives and Steps – Types of Planning and Process Organizing – Definition, Organization Designs and structures. Span of Management, Centralization and Decentralization, Patterns of Organization, Line and Staff Relationships. Decision Making – Definition, Process and methods of decision making;
- 3. Module III:** Directing- meaning, definition, importance, meaning of supervising, role & function of a supervisor. Directing (Communication) – meaning of communication, communication process, importance of communication, types of communication. Controlling – meaning, definition, importance, process of controlling, techniques of controlling, evaluation of controlling techniques.
- 4. Module IV:** Strategy leads to structure: Types of organizational structures. Organizational Design, Chart and Departmentalization, Span of control, Authority-responsibility, centralization -decentralization, delegation, Theories of organizations, Boundary less and structure less organization, Empowering and authority – reasonability functions
- 5. Module V:** Management Today: Ethical issues in Management, Competitive Advantage SWOT analysis-Compliance & quality audit. Core competence and Business Process Outsourcing (BPO), Re-Engineering, Internationalization of business, TQM and employee work culture, Boundary less organization, Performance of outsourcing, Future trends.
- 6. Module V:** New force shaping Global Market in 21st century- Origin and Development of concept of Strategy. Fundamentals of Strategy, Gaining competitive Edge, Strategic Capability, Core Competency. Basic Models of Strategic Management, Porter's Approach to Industry Analysis –analysis of task environment.
- 7. Module VI:** Business Environment and Corporate Response – Shareholders Expectations Internal Scanning- Organizational Analysis, Resource based approach, Determining Sustainability of an advantage. Functional Strategy-Sourcing Decision, Strategy Formation and Implementation.

### **References:**

1. Koontz, H and Wehrich. H. Management, 10th ed., New York, Mc Graw Hill.
2. Luthans, F. Organizational Behaviour, 7th ed., New York, Mc Graw Hill.
3. Robbins, S.P. Management, 5th ed., New Jersey, Englewood Cliffs, prentice Hall of Inc.

4. Koontz and O'Deiniil "Essentials of Management" McGrawHill, 2012.
5. Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House,2008.
6. Principal and Practice of Management- L.M.Prasad
7. Cases in Strategic Management- S.B.Budhiraja and M.B.Atreye, Tata McGraw Hill, 1996
8. Strategic Management- David Hunger and Thomas Wheelen, Addison Wesley (AWL)1999.



## **COURSE NAME: ADVANCE MARKETING MANAGEMENT**

**COURSE CODE: RMG1002**

**CREDIT POINTS: 4**

- 1. Module I: Marketing** – Basics, Present day importance of marketing in national and global context; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making. Marketing Information System – Marketing Research System and Marketing Decision Support System.
- 2. Module II: Buying behaviour:** Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosia model, the Engel - Kollat – Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.
- 3. Module III: Research Methods in Marketing** – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.
- 4. Module IV: Strategic Marketing** – Customer, Competitor and Environmental Analysis; SWOT Analysis, BCG Framework model, Porter’s Model, GE Model, McKinsey Model, Market Leader, Challenger, Follower and Nicher Strategies; Market Entry/Exit Decision; Marketing Mix Strategies; Sustaining Competitive Advantage and Core Competence.
- 5. Module V:** Logistics and Supply Chain Management; Retail Merchandising – Retailers’ Marketing Mix, Retailing: Concept, Definition and Functions; Evolution of Retailing; Unorganized and organized retailing; Retailing Structure and Different Formats: Super Market, Specialty Store, Departmental Store, etc. Retail Store Location, Design and Layout Decision, Retail Pricing, Retail Promotion; Future of Retailing. Product Merchandising and Display, Vendor Relations, Pricing and Mark Downs, e-retailing, Customer Relationship Management – Customer Life Time Value Customer Acquisition Development and Retention, Brand and Customer Equity.
- 6. Module VI:** Product and Brand Management Product Management: Product Concepts and Classification; Product Mix and Line Decisions; Product Development Process; New Product Launches, Concept and importance of Branding; Basic branding concepts: brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity; Major Branding Decisions: Brand Positioning and Re-launch: Brand building and communication. Brand Equity.

**References:**

1. Kotler, P., Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, MacMillan.
2. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi, PHI.
3. Belch, G.E. & Belch, M.A., Introduction to Advertising and Promotion, Chicago, Irwin.
4. Porter, M.E., Competitive Advantage: Creating, Sustaining Superior Performance, New York, Free Press.
5. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI.
6. Levy, M & Barton, A.W., Retailing Management, Irwin, London.

## **COURSE NAME: ADVANCE HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: RMG1003**

**CREDIT POINTS: 4**

- 1. Module I:** HRM- Global and Indian , coverage and functions, policies and roles, Evolution from traditional to modern SHRM. Strategic HRM- as a source of competitive edge, strategic fit concept, Harvard Framework.
- 2. Module II:** Business Environment and HRM Challenges- Trends in Business Environment and HR Challenges, Globalisation and Mergers and Acquisition, Workforce Diversity, Contingent Workforce flexibility, Multiple roles of HR in 21st Century.
- 3. Module III:** HR Planning – HR Demand Forecasting, Recruitment Strategies, New Approaches of recruitment, Methods of Recruitment and Selection. Training and Development of Human Resources, Training as a strategic organizational activity, Needs Assessment Phase, HRM Approaches to training, Methods of Training and Development.
- 4. Module IV:** Performance Management- Developing a right system and the process, Steps of PM, Methods of Appraisal.
- 5. Module V:** Industrial Relations- Concepts Theoretical approaches, Structure and Growth of Trade Unionism, Disputes Settlement Machinery, Collective Bargaining, Worker's Participation in Management.

### **References:**

1. Handbook of Strategic HRM- Micheal Armstrong and Angela Baron- Jayco Publishing House 2006
2. Human Resource Management – P. Jyothi and D.N. Venkatesh- Oxford University Press, 2006
3. Strategic Human Resource Management- Tanuja Agarwal- Oxford University Press

## **COURSE NAME: ADVANCE FINANCIAL MANAGEMENT**

**COURSE CODE: RMG1004**

**CREDIT POINTS: 4**

- 1. Module I:** Valuation of straight and convertible Bonds, Bond Price volatility, Duration of Bonds, Term structure of Interest rates. Valuation of Equity shares with and without Bonus Issues. Optional capital structure decisions.
- 2. Module II:** Mathematics of Finance for portfolio construction; Diversification of unsystematic risk and portfolio construction; Optional portfolio selection through Markowitz model, Sharpe model and Lagrange multiplier techniques, Active portfolio management under CPP and CBP; Performance Evaluation of Portfolio.
- 3. Module III:** Valuation options through Black & Scholes model; Option combination, Option Greeks and Delta hedging through option. Valuation futures, Futures mechanism, B-hedging through futures. Valuation of swaps, swap mechanism and cost of capital reduction through swaps.
- 4. Module IV:** International Financial system – An overview, Exchange Rate Determination, International parity theorems and Fisher effect, Management of Foreign Exchange Exposure through forwards, money market instruments and options.
- 5. Module V:** International Accounting and Reporting, International Accounting – Importance and Scope, foreign transactions – recording and translations, consolidation of foreign financial statements, foreign financial statement analysis and reporting – segment and interim, multinational transfer pricing and international taxation.

### **References:**

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
2. V.K.Bhalla, Financial Management and Policy, Anmol Publications Pvt. Ltd., New Delhi.
3. Brealey, Richard A and Myers Stewart C., Principles of Corporate finance, Tata McGraw Publishing Company Ltd., New Delhi.
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India Ltd., New Delhi.
5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hill Publishing Company Ltd., New Delhi.
6. Introduction to Financial Accountings – Charles T. Horngren, Gary L. Sundem & John a. Elliott, Pearson Education, Asia.
7. Advance Accountancy – R.L. Gupta & M. Radhaswami, Sultan Chand & sons, New Delhi.
8. Needless, Belverd, etc. Financial and Management Accounting, Boston, Houghton, Mifflin Company.