

Pre Ph.D. (Management)

**Faculty of Management Studies  
DIT University Dehradun**



**Course Structure  
for  
Pre Ph.D. (Management) Course Work  
Session: 2019-20**

## Pre Ph.D. (Management)

Course Category	Course Code	Course Name	L	T	P	Credits
DC	MB901	Research Methodology	4	0	0	4
DC	MB902	Advanced Data Analytics	4	0	0	4
DE		Elective (as per specialization)	4	0	0	4
DE		Elective (as per specialization)	4	0	0	4
DC	MB903	PhD Seminar	0	0	1	1
		<b>Total Credits</b>				<b>17</b>

### List of Electives

Elective - 1( Marketing)						
SL No.	Course Code	Subject Name	L	T	P	Credits
1	MB921	Advanced Digital Marketing	4	0	0	4
2	MB922	Advanced Consumer Behavior	4	0	0	4
3	MB923	Advanced Brand Management	4	0	0	4
4	MB924	Advanced Retail Management	4	0	0	4
5	MB925	Advances in Service Marketing	4	0	0	4

Elective – 2( Human Resource Management)						
SL No.	Course Code	Subject Name	L	T	P	Credits
1	MB931	Industrial Relations and Labor Laws	4	0	0	4
2	MB932	Advanced Organization Behavior	4	0	0	4
3	MB933	Organization Development and Change Management	4	0	0	4
4	MB934	Advances in Performance Management Practices	4	0	0	4
5	MB935	Advanced Techniques of Training and development	4	0	0	4

Elective - 3( Finance)						
SL No.	Course Code	Subject Name	L	T	P	Credits
1	MB941	Advanced Financial Accounting	4	0	0	4
2	MB942	Advanced Cost and Management Accounting	4	0	0	4
3	MB943	Understanding Financial Derivatives	4	0	0	4
4	MB944	Advances in Tax Management	4	0	0	4
5	MB945	Project Finance	4	0	0	4

Elective - 4 (Banking and Insurance)						
SL No.	Course Code	Subject Name	L	T	P	Credits
1	MB951	IT in Banking	4	0	0	4
2	MB952	General Bank Operation	4	0	0	4
3	MB953	Risk Management and Insurance	4	0	0	4
4	MB954	Investment Banking	4	0	0	4
5	MB955	Rural banking	4	0	0	4

**Note: Apart from above listed Elective courses, Research Scholar may choose any course across departments being offered at PG level, if it is required/suggested by the Research Committee.**

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<b>Subject Code</b>	<b>MB901</b>	<b>Subject Title</b>	<b>Research Methodology</b>						
<b>LTP</b>	4 0 0	<b>Credit</b>	4	<b>Subject Category</b>	UC	<b>Year</b>	1 <sup>st</sup>	<b>Semester</b>	I / II

## UNIT – I

**Fundamentals of Research:** Defining research, Objectives of research, types, research process, deductive and inductive reasoning;

Identifying and formulating a research problem, Literature review: Search for existing literature (World Wide Web, Online data bases), Review the literature selected (Case studies, review articles and Meta-analysis), Develop a theoretical and conceptual framework, Writing up the review,

Definition of variables: Concepts, indicators and variables, Types of variables, Types of measurement scales, Constructing the Hypothesis- Null(Research) and alternative, one-tailed and two-tailed testing, errors in testing. Ethical and Moral Issues in Research, Plagiarism, tools to avoid plagiarism – Intellectual Property Rights – Copy right laws – Patent rights

## UNIT – II

**Research Design:** Design of Experiments: Research Designs -Exploratory, Descriptive and Experimental, Experimental designs- Types of Experimental Designs

## UNIT – III

**Sampling, Sampling distribution, and Data Collection:** Sampling distribution, Normal and binomial distribution, Reasons for sampling, sampling technique, sampling errors.Sources of Data-Primary Data, Secondary Data, Data Collection methods

## UNIT – IV

**Statistical Data Analysis:** Descriptive and inferential statistical analysis. Testing of hypothesis with Z-test, T-test and its variants, Chi-square test, ANOVA, Correlation, Regression Analysis, Introduction to data analysis data using SPSS20.0

## UNIT – V

**Research Report:** Writing a research report- Developing an outline, Formats of Report writing, Key elements- Objective, Introduction, Design or Rationale of work, Experimental Methods, Procedures, Measurements, Results, Discussion, Conclusion, Referencing and various formats for reference writing of books and research papers, Writing a Research Proposal.

## Books Recommended:

1. Ganesan R, Research Methodology for Engineers , MJP Publishers, Chennai. 2011
2. C.R.Kothari, "Research Methodology", 5<sup>th</sup> edition, New Age Publication,
3. Cooper, "Business Research Methods", 9<sup>th</sup> edition, Tata McGraw hills publication
4. Walpole R.A., Myers R.H., Myers S.L. and Ye, King: Probability & Statistics for Engineers and Scientists, Pearson Prentice Hall, Pearson Education, Inc. 2007.
5. Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
6. Bordens K.S. and Abbott, B.b.: Research Design and Methods, McGraw Hill, 2008.
7. Morris R Cohen: An Introduction to logic and Scientific Method (Allied Publishers) – P 197-222; 391–403