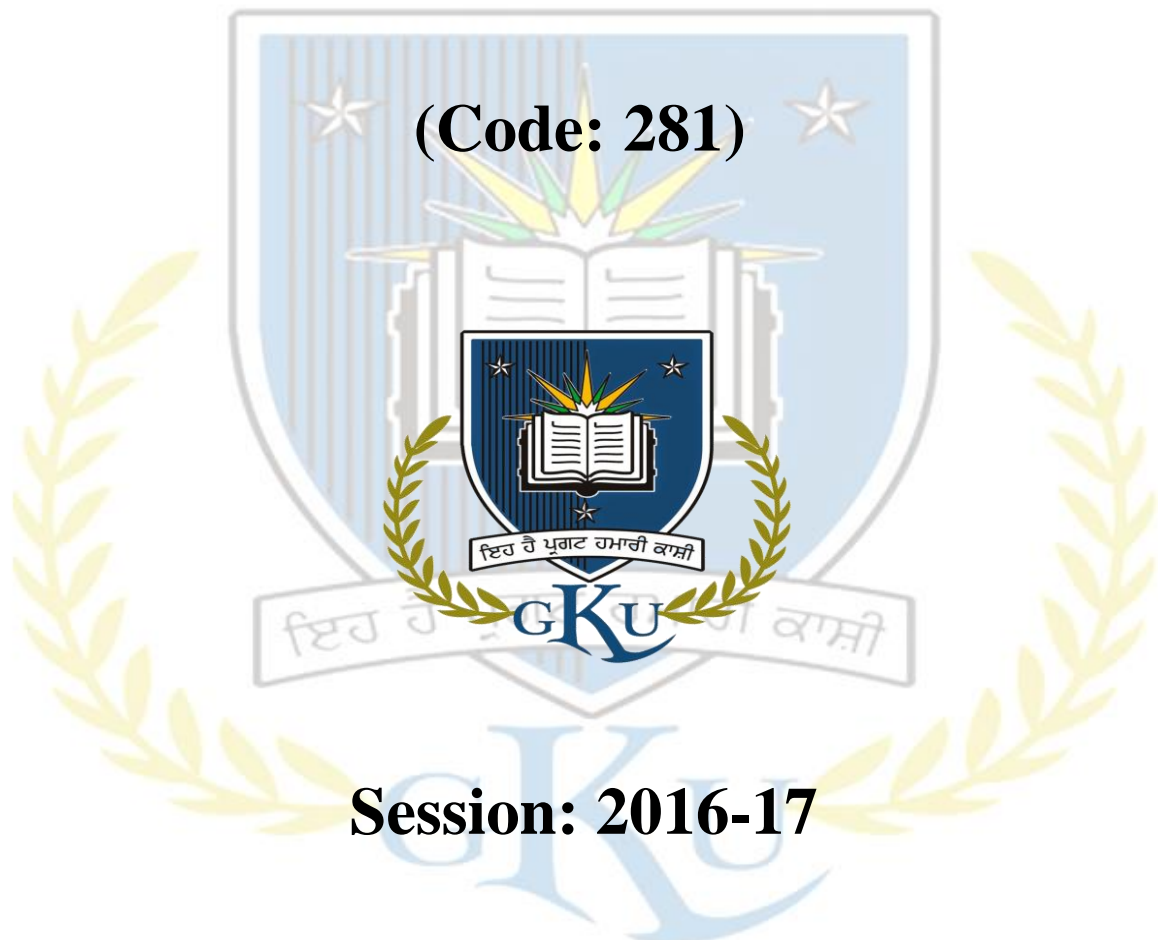


Program Syllabus Booklet

Doctor of Philosophy

(Management)

(Code: 281)



Session: 2016-17

**University College of Commerce and
Management**

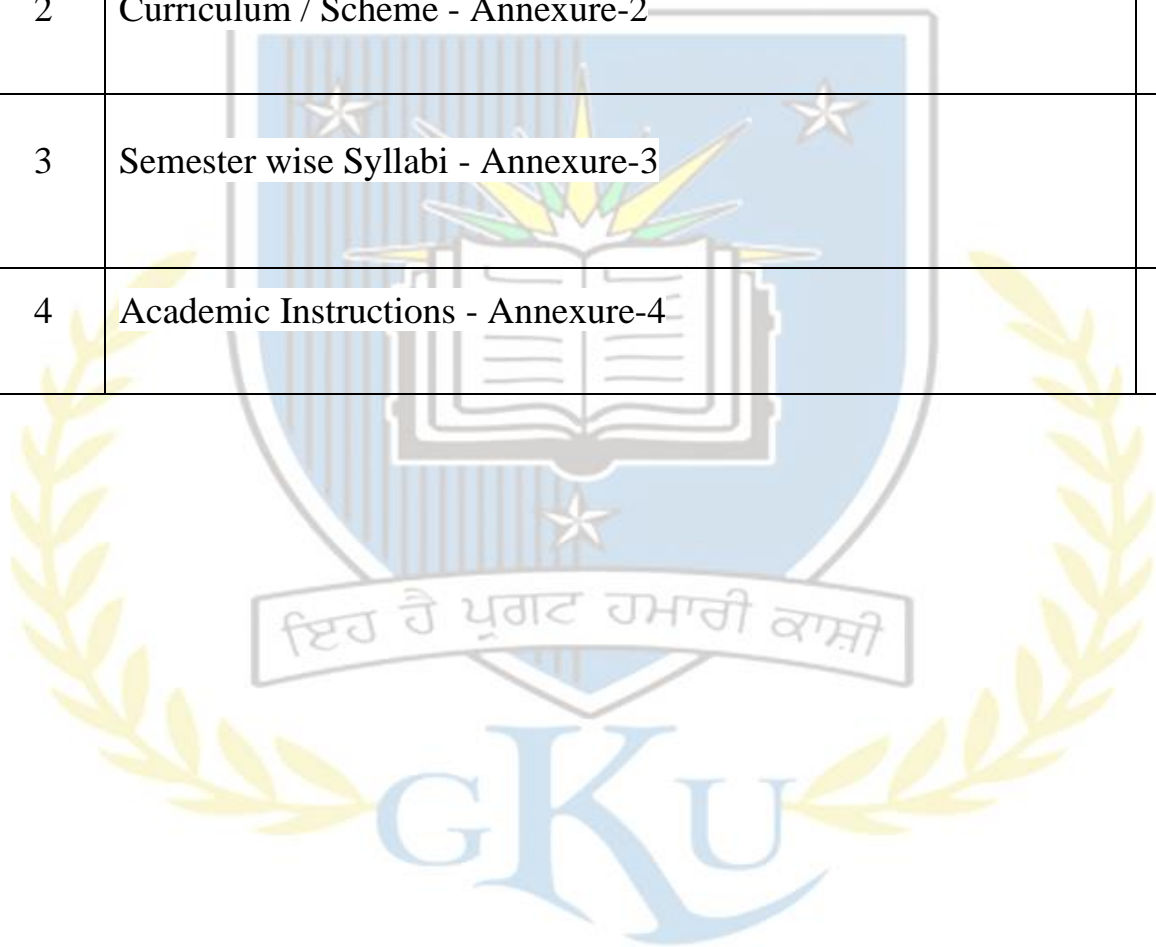
Guru Kashi University

Talwandi Sabo



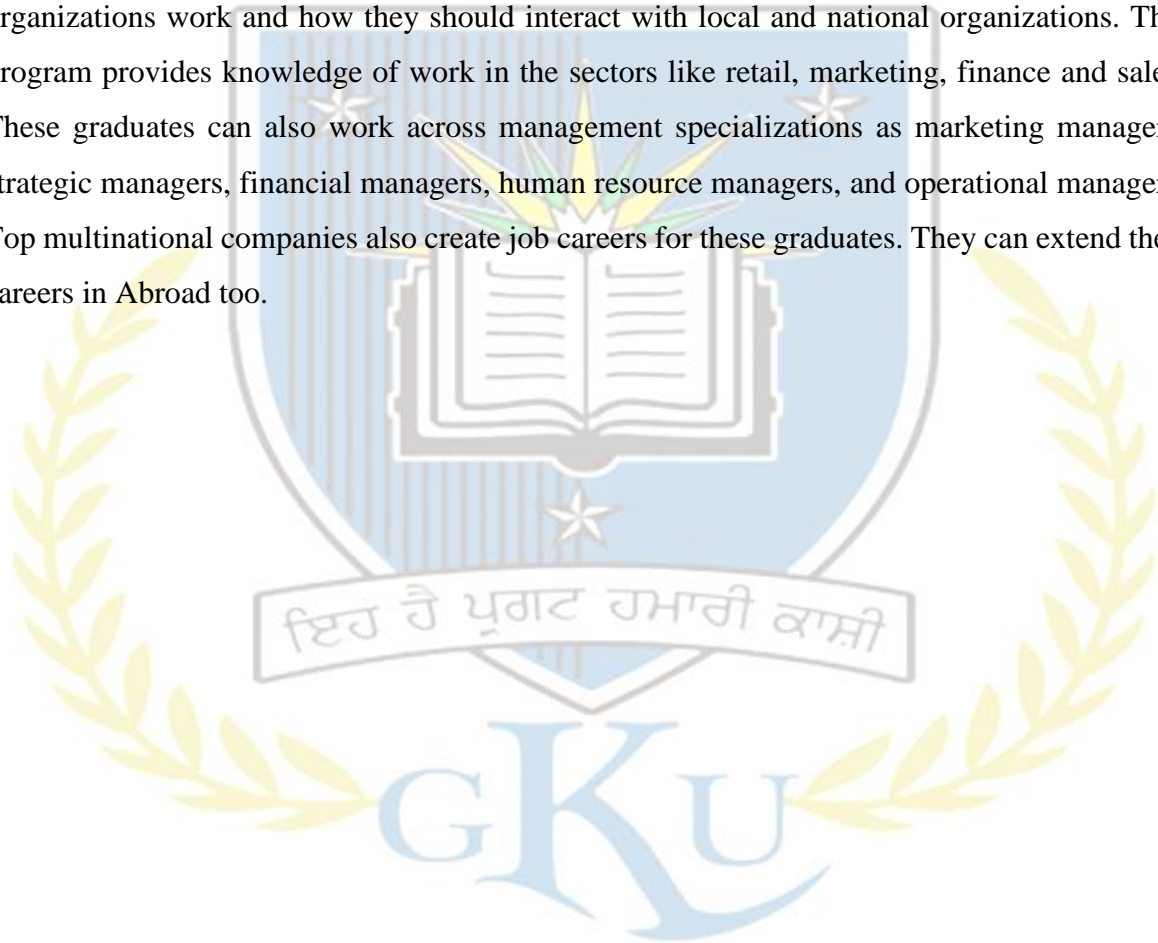
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Doctor of Philosophy (Management)

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 .	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	281101	Recent Advances in Management studies	T	4	0	0	4	50	50	100
3	281102	Seminar	P	NA	NA	NA	2	100	NA	100
Total No. of Credits							10			

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GKU

Course Name: Research Methodology

Course Code: 180101

Semester 1st

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: 281101

Semester 1st

L T P

Credits: 02

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.mreza-mira.net/wp-content/uploads/Marketing-Insights-from-A-to-Z.pdf>
- <https://www.slideshare.net/atifghayas/international-business-67787886>

Course Name: Seminar

Course Code: 282102

Semester: 1st

Credits: 02

L T P

1 0 2

Total Number of Course	3
Number of Theory Course	2
Number of Practical Course	1
Total Number of Credits	10

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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.