

**JNSMS: Assam University**  
**Department of Business Administration**

**Ph.D. Course Work:**  
(to be effective from 2020)

**Paper-501: Research and Publication Ethics.2 credit**

To be adopted from the paper framed by the university.

**Paper-502 : Research Methodology – I. 4 credit** 4 questions of 25 marks each.  
25 x 4= 100 marks, 3 hours examination. Pass Marks: 60.

**Course Contents:**

**I. Introductory:** Defining Research. Why research? Knowledge and Research. Basic vs. Applied Research. Is Management-research essentially applied? Approaches to research. Interdisciplinarity in management research. Scientific Methods. Formal Science and Empirical Science. Logic of Scientific methods.

**II. Review of literature.** Importance of literature survey. Stages of literature review. Critical review of literature. Identification of research problem. Finding research gap. Framing objectives. Review matrix. Sources of literature and information. Writing literature review.

**III. Research Designs:** Classification of designs; Applicability of specific designs. Sampling design. Scaling. Different scales. Sample Size; Errors & Confidence Levels. Data collection tools. Analytical design. Tabulation and analysis of data, data coding. Research question. Hypothesis generation.

**IV. Writing research report.** Presentation of research report. Oral and written presentation. Reference writing. Bibliography. Different style of reference writing. Detailed of APA style.

**Practical:** Preparation of Research Proposal.

## Suggested Readings:

- Bridget Somekh and KethyLewin: Research Methods in Social Sciences. Sage Publication.
- K. N. Krishnaswamy et. el.: Management Research Methodology. Pearson Education.
- John W. Creswell: Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Sage South Asia.
- Mukul Gupta & Deepa Gupta: Research Methodology. PHI.
- Kerlinger Fred N.: Foundation of Behavioural Research, Surjeet Publication, New Delhi.
- S, Mark, L. Philip and T. Adrian, : Research Methods for Business Students, Pearson Education.
- Cooper D. R. and Schindler P. S.: Business Research methods, The McGraw Hill Companies.

**Paper- 503: Research Methodology. II.4 credit.** (2 credit research methodology + 2 credit area specific). 2 sections 4 units. 2 questions from each unit, 4 questions of 25 marks each.  $25 \times 4 = 100$  marks, 3 hours examination. Pass Marks: 60.

## Course Contents:

### A: Research Methodology.

#### I. Quantitative Methods.15 hours

Research Problem Identification. Quantification and measurement. Data and Information. Collection of data. Tabulation and Analysis of Data. Central Tendency and Dispersion. Trend Analysis. Hypothesis Testing. Univariate Analysis: Parametric and Non-parametric Tests: Chi-square Tests; ANOVA. Bivariate Analysis: Correlation; Simple Linear Regression. Multivariate Analysis: Multiple Regression. Interdependence Analysis.

**Practical:** Application of Statistical Software Packages for Tabulation and Analysis of data.

**II. Qualitative Methods.10 hours.**

Qualitative research: Importance in Management; Applicability; Methods. Research Problem Identification. Significance of research. Research Designs: Applicability of specific designs. Logical Approach.Exploration for problem identification.Case Study.Ethnographic Methods; Critical Incident Techniques; Repertory Grid; Triangulation. Analysis of Qualitative Information. Recent advances in qualitative research methods.Report writing for Qualitative Research.

**B. Area Specific: Marketing/Finance/HRM/Operation.**

**Marketing: 30 hours. .**

- I. Attitude Measurement:  
General methods of collecting attitude data, Specific Methods of Measuring Attitude Data and Multidimensional Scaling
- II. Marketing Research:  
Scientific Methods and non-Scientific Methods, Market Research and Marketing Research, Product Research, Advertising Research, Market and sales analysis Research.

**Suggested Readings:**

- Harper w.Boyd,Jr,Ralp Westfall& Stanley F. Stasch :Marketing Research Text and cases,Recardo D Irwin, INC
- David J.Luck,Ronald S Rubin :Marketing Reserach,PHI,New Delhi
- Paul E.Green,DonaldS.Tull& Green AlBaum: Research For Marketing Decisions,PHI, New Delhi

**Finance : 30 hours.**

III. Capital structure decision. Theory of capital structure. Capital Budgeting. Principles of capital investment. Dividend policy decision. Sources of short term and long-term finance. Working capital decision.

Emerging areas of financing and investing decision. Financial planning.

IV. Financial Market. Financial Institution. Financial Instrument. Valuation of securities. Non-security form of investment. Security analysis. Portfolio analysis and management. Portfolio selection models. Financial derivatives. Emerging areas of security analysis and portfolio management.

**Suggested Readings**

- Levin R I & Rubin D.S : Statistics for Management. PHI, New Delhi.
- Sharma J.K : Business Statistics. Pearson Education, New Delhi.
- Beri G. C : Statistics for Management. McGraw Hill Education (India) Private Limited.
- Maggi Savin-Baden & Claire Howell Major: New Approaches to Qualitative Research-Wisdom and Uncertainty. Routledge.
- David Silverman: Qualitative Research. Sage South Asia
- Bruce L. Berg & Howard Lune: Qualitative Research Methods for the Social Sciences. Pearson.
- Uwe Flick: An Introduction to Qualitative Research. Sage South Asia.
- Arch W. Woodside: Case Study Research- Theory Methods and Practice. Emerald Books, India.
- John W Cresswel: Qualitative Enquiry and Research Design- Choosing Among Five Approaches. Sage Publication.

## **HRM: 30 hours**

- V. An overview of Human Resource Management, Framework of HRM and advancement in the present day corporate sector; Environmental scanning, Global advancement in HRM Professionalism for effective management. Employee Motivation and Empowerment. De-globalization and HRM challenges in New Normal Era, Wicked Problem Analysis in HRM.
  
- VI. Quality of Work Life and its measures, Behaviours at Work-Civility and Incivility, HRM in the Global Context, Retention Strategies – Need for talent development and retention, HRD Practices, HRD Audit, HRD Culture & Climate, Strategic HRD, Comparative and International HRD. Dynamics of HRM in Multinational Corporations. Cross Cultural and Comparative HRM; Examining organizational outcome of HRM, Human Relations Challenges of the Future

### **Suggested Reading List:**

- Robbins, S.P., Sanghi, S. & Judge, T. A. (2015). Organizational Behavior. New Delhi: Pearson Education.
- Luthans, F. (2010). Organizational Behaviour. New Delhi: Tata McGraw-Hill.
- Dessler, G. (2015). Human Resource Management. New Delhi: Pearson Education.
- Swanson. R.A., and Holton III. E.F (2001), Foundations of Human Resource Development; Berrett-Koehler Publishers, Inc., California, USA
- Rao, N.S. (2017). Compensation System and Performance Management: New Delhi: Himalaya Publishing House.
- Mead, R. (2015). International Management-Cross cultural Dimension. UK: Blackwell.
- Henry, L. Maznevski, J. and Dietz. (2009). International Management Behavior: Leading with a Global Mindset, Chichester, UK: Wiley.
- Snell & Bohlander (2013). Human Resource Management. Nashville, TN: South Western.
- Rao, T.V. (2017). Performance Management: Toward Organizational Excellence. New Delhi: Sage Publishers.

## **Operations Management: 30 hours**

### **VII. Operations Management across the Organization**

Agile-the new lean, Computer Aided Design and Manufacturing, Shrinking Product Life Cycle, Supply Chain Management, Agile Supply Chain , Mass Customization, Operations Turing Lean.

### **VIII. Advances in Technology and Operations**

Supply Chain Digitization, Supply Chain Solutions in Cloud, Omni Channel Supply Chain, Circular Supply Chain, Internet of Things, Big Data Analytics in Logistics and Supply Chain, Artificial Intelligence and Machine Learning, Robotics and Automation in Logistics.

Suggested Readings:

- Mahadeban, B, "Operations Management", Pearson Education, India
- Chopra, S, "Supply Chain Management", Pearson Education, India

**Paper-504 : Term Paper**(with a aim to coverage to research title for registration) 6 credit. Total Marks: 100.

The objective of the Term Paper is to enable the Ph.D students apply in practice their acquired understanding of the principles and methods of research by way of their undertaking and carrying out researches of short duration (preferably of 30-45 days). Each student will choose under the scheme a relevant theme/topic of his interest and prepare and submit to the Department a brief research report (preferably not exceeding 40 typed pages) on the chosen topic after conducting a survey. The survey may involve collection of primary and/or secondary data. The reports will be evaluated by a Committee of Experts consisting of the RAC members. The Ph.D. student has to defend the synopsis before the experts.

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