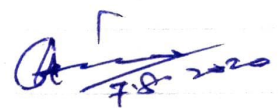


Minutes of the School Board Meeting  
held on 07.08.2020 at 2.00 p.m.

Members present:

1. Prof. A. I. Ghosh — Chairman  7.8.2020
2. Prof. H. Ramananda Singh — Member H. Ramananda Singh
3. Prof. A. Mazumdar — Member
4. Prof. A. Barman — Member  7.8.2020
5. Dr. D. Ghose — Member
6. Dr. A. K. Das — Member  7.8.2020
7. Prof. G. Ram — Member H. R. 7.8.2020
8. Prof. P. K. Palit — Member

# **Jawaharlal Nehru School of Management Studies**

## **Assam University :: Silchar**

### **Minutes of the School Board Meeting held on 07-08-2020 at 2.00 pm**

#### **Members Present:**

1.	Professor A. L. Ghosh	Chairman
2.	Professor H. Ramananda Singh	Member
3.	Professor A. Barman	Member
4.	Professor G. Ram	Member
5.	Dr. Amit Kr. Das	Member
6.	Prof. A. Mazumdar (Online)	Member
7.	Dr. D. Ghose (Online)	Member

The Meeting started with a welcome note from the Chairman of the School Board.

#### **RESOLUTION NO. 1. CONFIRMATION OF MINUTES**

The Minutes of the School Board Meeting dtd. 09-09-2019 were read and confirmed.

#### **RESOLUTION NO.2: PH.D. PRE-SUBMISSION SEMINAR REPORT & PANELS OF EXAMINERS**

The Board accepted the Pre-submission Seminar Report along with the Synopsis of work and the Panel of Examiners for the following Ph. D. candidates as forwarded to the Board by the BPGS, Business Administration and resolved to forward the same to the Competent Authority for ratification:

<b>Sl. No.</b>	<b>Name of Candidate</b>	<b>Title of Research</b>	<b>Pre-submission Seminar held on</b>
1	Nilanjan Mazumdar	"A Study of the Business Processes of the Railway Hawkers in North Eastern Region"	05-03-2020
2	Deepraj Chakraborty	"A Study on the Implementation of the Quality Management System in select health Care Units in South Assam"	04-03-2020
3	Kandarpa Kanti Hajra	"Problem and Prospects of the Earthen Doll-making Industry : A study of Nadia District of West Bengal"	05-03-2020

4	Rituparna Roy	"Work[place Happiness : A study on Business Process Outsourcings Organizations (BPOs) in Eastern India"	04-03-2020
5	Jayashree Bhattacharjee	"A study on Awareness and Risk Perception of Investment in Equity Shares by Retails Investors of Barak Valley, Assam"	04-03-2020
6	Chandibai Potsangbam	"Adaptive Performance of the Executives of Japanese Multinational Corporations : A study in select Metro Cities in India"	05-03-2020

### RESOLUTION No.3: RE-REGISTRATION CASE

The following case of Ph.D Re-Registration forwarded by the BPGS, Business Administration, AU were considered and approved by the School Board and the Meeting resolved to forward these proposals to BRS (SSH) for ratification.

Sl. No.	Name of Candidate	Title of Research	Ph.D Regn. No.
1	Rajib Gupta	"Community Based Disaster Risk Management in Urban Areas : The Case of Silchar Town in Assam"	Ph.D/2452/14 Dt. 20.03.2014

### RESOLUTION No.4: EXTENSION OF TIME OF PH.D CANDIDATE

The Application of the following Ph.D. candidates for extension of time limit by one year for submission of thesis as forwarded by the BPGS, Business Administration, AU were accepted by the Board and the Board resolved to forward the same to the Competent Authority for consideration and approval:

Sl. No.	Name of Candidate	Title of Research	Ph.D. Registration No. & Date
1	Ratna Jyoti Dutta Chowdhury	"Management of Rural Water Supply Schemes : A study in Cachar District in Assam"	Ph.D/2913/16 Dt. 11.04.2016
2	Sentulal Deb Barma	"Management of Non-Performing Assets by Regional Rural Banks : A study on Tripura Gramin Bank"	Ph.D/2919/16 Dt. 11.04.2016

3	Raju Roy	"A study on Implementation of Quality Management System in Select Corporate Organisations in North Bengal"	Ph.D/2915/16 Dt. 11.04.2016
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#### RESOLUTION No.5: ITEM FROM THE CHAIR

##### (a) Ph.D COURSE WORK SYLLABUS FOR 2020

After detailed discussion, the Meeting adopted the Syllabus 2020 of the Ph.D Course Work Programme as forwarded by the BPGS- Business Administration and resolved to forward the same to the Competent Authority for approval. (Annexure – I)

The Meeting ended with a Vote of Thanks to and from the Chair.

Dated, Silchar  
14<sup>th</sup> August, 2020

  
Chairman of the Meeting



**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. al.: 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 x 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.** nCapital structure decision. Theory of capital structure. Capita Budgeting. Principles of capital investment. Dividend policy decision. Sources of short term and long-term finance. Working capital decision.

**IV.** Emerging areas of financing and investing decision. Financial planning. 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 Cresswell: 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, L.J. (2001). Foundations of Human Resource Development; Berrett Koehler Publishers, Inc., California, USA
- Rao, M.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.