

# **Central University of Haryana, Mahendergarh**

(Temp camp office: Govt. B Ed College building, Narnaul, Haryana)

## **Ph. D. (Management) Course Work**

(w.e.f. 2011-12)

- ❖ Course I: Research Methodology for Management
- ❖ Course II: Contemporary Issues in Management

# Research Methodology for Management

Credits: 10

## Section –I

- Research: New dimensions and challenges in Business decision making process. Management research an imperative for present business scenario. Research: meaning and definition. Objectives and Importance of management research; Types of research, Process of Research.
- Defining research problem and formulation of hypothesis: Process of Problem identification, defining the research problem. Concept and types of hypothesis. Formulating suitable hypothesis and testing of hypothesis.
- Research Design: Meaning and definition. Classification of Research designs. Selecting appropriate design.
- Sampling Design: Sample V/s Population. Importance of Sampling, Different methods of sampling. Sampling decisions, Concept of sampling errors.
- Sources and collection of data: Attitude measurement and scaling techniques, Types of data and their suitability. Survey method of data collection, Questionnaire and its construction, Interview method of data collection, Observation method.
- Data presentation and analysis: Editing, coding and Tabulation of data. Preliminary descriptive analysis- Measures of central Tendency and Dispersion, Correlation and Regression analysis.
- Statistical Analysis and Interpretation of data: Hypothesis testing, Chi-square Test, T test and ANOVA, Major techniques of multivariate analysis – Factor Analysis, Cluster analysis, Discriminant analysis, MDS techniques, Conjoint analysis etc.

- Research report writing (Thesis writing) : Components of research report – Prefatory items, Introduction, Review of literature, Methodology, Presentation of statistics- tables, graphs etc., Findings ,Appendices, Bibliography etc
- Ethics in Management Research
- Monthly Presentation on Review of Literature

## **Section –II : Practical (Computer Lab Work)**

- Application of SPSS in Research
- Application of Excel in data analysis
- Basics of latest software in research

### **References**

1. Heinz, Kohler: *Statistics for Business & Economics*, Harper Collins, New York
2. Hein, L.W. *Quantitative Approach to Managerial Decisions*, Prentice Hall, New Jersey.
3. Lawrence B. Morse: *Statistics for Business & Economics*, Harper Collins, New York
4. Levin, Richard I and David S Rubin: *Statistics for Management*, Prentice Hall, Delhi.
5. Anderson, Sweeney and Williams: *Statistic for Business and Economics*, Thomson Learning.
6. Srivastava, T.N. & Rego, Shailaja *Statistics for Manangement*, Tata Mc Graw Hill, New Delhi
7. Malhotra Naresh K.: *Marketing Research*, Pearson
8. Boyd. H.W. Ralph Westfall and S.F. Starsh: *Marketing Research: Text and Cases*, Richard D. Irwin, Boston.
9. Churchill, Gilbert A: *Basic Marketing Research*, Dryden Press, Boston.
10. Luck, D.J.: *Marketing Research*, Prentice Hall, New Delhi.
11. Tull, Donald and Hawkin, Del : *Marketing Research: Measurement and Method*, Prentice Hall, New Delhi.
12. Beri, G.C.: *Marketing Research*, Tata McGraw Hill, New Delhi.
13. *Business Research Methods*: Zikmund, William; G. Thomson South-Western.
14. *Business Research Methods*: Cooper, Donald and Schindler, Pamela. Tata McGraw Hill.
15. *Research Methods for Business Students*: Saunders, M., Lewis, P. & Thornhill, A., Pearson Education.
16. *Business Research Methods* – Alan Bryman & Emma Bell, 2e/Oxford/2007.

17. Research Methodology: Kothari, C. R., New Age International Publishers.
  18. Business Research Projects – Jimme Keizer, Piet Kempen, 2006
  19. Research Methodology: Paneerselvam, R., PHI, New Delhi
- Note: The List of Cases and Specific References including recent articles will be announced by the faculty.

## **Course II: Contemporary Issues in Management**

**Credits: 10**

### **General Management:**

Emergence of Management as a discipline, Principles of management, Different Schools of Management thoughts, Process of Management, MBO, Process of Decision Making, SWOT Analysis, Social Responsibility of Business, Corporate Governance and role of independent directors.

### **Marketing:**

Marketing environment , concept of Marketing versus Selling, Marketing Mix, CRM and its significance, Marketing communication Mix, Pricing Strategies, Product Life Cycle, Distribution Channels, Social marketing, Green Marketing, Ethics in marketing.

### **Finance:**

Financial Management –Traditional and modern concept, Sources of finance, Capital Budgeting, Capital Structure, Working Capital Management, Dividend Policy, Financial services in India, Global financial environment, Derivatives and risk management, Initial Public offering, Financial Engineering

### **Human Resource Management:**

Recruitment and Selection, Career Planning, Compensation Management, New Trends in Appraisal system, Grievances redressal Management, Dispute Management mechanism, collective Bargaining. Role of trade union, Trade Union, Business process our sourcing in HRM

### **International Business:**

Foreign Exchange Meaning and Definition, International Financial System and its Components, Theories of Exchange rate determination, Export import procedures and documentation

### **Production and Operations Management:**

Scope and functions of operations Management, Production Planning and Control, Inventory Management, 5S, JIT and 6 Sigma Techniques

### **Issues in Strategic Management and Entrepreneurship:**

Strategic Management: SWOT analysis, Business policy and strategy implementation, Environment for entrepreneurship in India, problems and prospects for entrepreneurs in India.

### **Corporate Social Responsibility (CSR) and Business Ethics:**

Social Responsibility of business: Need for CSR and Business Ethics, Triple Bottom Line, Environmental issues/concerns in business, corporate governance, emerging issues in corporate governance

### **References**

1. Robbins, S.P. & Decenzo, D (2008), Fundamental of Management, Pearson Education
2. Koontz, Harold and Weilrich Heinz (2006), Essentials of Management, Tata McGraw Hill
3. Pareek, U. (2008): Understanding Organizational Behaviour, 2<sup>nd</sup> Ed. Oxford Higher Education
4. Flippo, E.B., (1994), Principles of Personnel Management, Tata Mc Graw Hill, Delhi.
5. Aswathappa, K., (1999), Human Resource and Personnel Management, Tata Mc Graw Hill, Delhi.
6. Saiyadain, M.S., (2003), Human Resource Management, Tata Mc Graw Hill, Delhi.

7. areek, U. and Rao, T.V., (2000), Designing and Managing Human Resource Systems, Oxford & IBH, Delhi.
8. Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.
9. Khan, M.Y and Jain, P.K. Financial Management, McGraw Hill, latest ed..
10. Prasanna Chandra, Financial Management, McGraw Hill,latest ed.
11. Pandey, I.M. Financial Management, Vjkas Publication House, 2000.
12. Van Horne. James C. Financial Management and Policy. New Delhi, Prentice Hall of India.
13. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company, 1991.
14. Kishore, Ravi M., Financial Management, Taxmann Publishers, New Delhi.
15. Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.
16. Khan, M.Y and Jain, P.K. Financial Management, McGraw Hill, latest ed..
17. Prasanna Chandra, Financial Management, McGraw Hill,latest ed.
18. Pandey, I.M. Financial Management, Vjkas Publication House, 2000.
19. Van Horne. James C. Financial Management and Policy. New Delhi, Prentice Hall of India.
20. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company, 1991.
21. Kishore, Ravi M., Financial Management, Taxmann Publishers, New Delhi.
22. Jauch & Gluick, Business Policy and Strategic Management
23. Thampson A.A. and Stickland A.J, Strategic Management- Concept and cases
24. Michael Porter, Competitive Advantage of Nations.
25. Azhar Kazmi, Business Policy and Strategic Management
26. Kenneth, A. Andrews, Concepts of corporate Strategy
27. Melvin J. Stanford, Management Policy
28. John A. Pearce II and R.B.Robinson, Strategic Management - Strategy Formulation and Implementation.
29. Velasquez, Business Ethics & Corporate Governance: Text & Cases
30. Journal of Business Ethics (Harvard)

Note: The List of Cases and Specific References including recent articles will be announced by the faculty.