

*Department of Business Management*  
VBS Purvanchal University, Jaunpur – 222001 (U.P.)  
Course Work for Ph.D in Business Management  
Batch 2017-18 onwards

**Department of Business Management**  
**VBS Purvanchal University, Jaunpur**

**SYLLABUS**  
**Course Work for Ph.D in Business Management**

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**Course Work for Ph.D in Business Management**

There shall be four courses to be read by all the provisionally enrolled Ph.D students of the Department of Business Management. These courses will be equivalent to one semester and the students will have to qualify these examination( with 50% marks) within a maximum period of two years before the final enrolment. The examination for the course work shall be held twice, normally in December and May of each academic session. In case a student fails to qualify this examination, his/her enrolment will be automatically cancelled.

**Course 1: (Faculty specific, Compulsory; 3 credits)**

- A. Research Methodology (2 credits)
- B. Computer Applications (1 credit)

**Course 2: Business Management (Department specific, Compulsory; 3 credits)**

- A. Management Principles (1 credits)
- B. Marketing Management (1 credits)
- C. Human Resource Management (0.5 credits)
- D. Production & Operations Management (0.5 credits)

**Course 3: (Research specific, Compulsory; 2 credits)**

- A. Total Quality Management (1 credit)
- B. Entrepreneurship (1 credit)

**Course 4: (Research specific, Compulsory; 2 credits)**

Seminar Paper (2 credits)

Students will work closely with one faculty member on the topic.(No classroom teaching).

Evaluation will be done on the basis of presentation and report.(Open to all and evaluated by Research Planning Committee-RPC).

Note: 1 credit=13 to 15 lectures. The details of the courses outlined above are given below.

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**Course 1:A. Research Methodology (2 credits)**

**Introduction:** Meaning, definition, characteristics, objectives, significance, types of research, approaches to research, characteristics of effective research, criteria for conducting effective research, problems encountered by researchers

**Research problem:** Meaning, components & formulation of hypothesis- Meaning, types, form of hypothesis, function and testing of hypothesis.

**Research design:** Meaning, need, features of effective design, types of research design, principles of experimental designs, types of experimental designs, framing of objectives.

**Sampling design:** Meaning, steps in sample design, criteria of sampling, types of sample design.

**Measurement Scaling:** nominal, ordinal, ratio and interval scale, sources of error in measurements.

**Methods of data collection-** Primary and secondary sources, guidelines for preparing questionnaires, guidelines for successful interviewing.

**Processing and analysis of data:** Processing operations-Editing, coding, classification, and analysis of data, graphical representation of data, statistical tools, qualitative data analysis.

**Statistical Techniques:** Measures of central tendency-mean, mode, median, measures of dispersion-standard deviation, skewness, kurtosis, reliability, validity, correlation, T-test and Chi square test, F-ratio (ANOVA), simple and multiple regression and factor analysis. Results, discussion, conclusion and implications of results in management.

***References***

1. *Kothari C.R., Research Methodology, 2004, New Age Publications, New Delhi*
2. *Good & Scates, Method of Research, Prentice Hall Inc., New York*
3. *Michael V.P., Research in Management, Mc Graw Hill*
4. *Shenon & Srivastava, Business Statistics, Prentice Hall Inc*
5. *Gupta S.P., Statistical Method, Jain Book Agency*
6. *Newbold, Statistics for Business & Economics, Prentice Hall*

**Course 1: B. Computer Applications (1 credit)**

1. **Fundamental and computer Application:** Computer application, Hardware, Software, Languages of computer, Operating system.
2. **MS-Word:** File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut-Copy Paste, merger, Letter Writing, Page Setup.
3. **MS-Excel/Basics:** Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, auto fill. **Rearranging work sheets:** Moving, copying, sorting, inserting, deleting cells, deleting & parts of work shared, reaction at formulas to worksheet design changes. **Excel formatting:** Excel page setup. Auto format, manual format using styles; format painter. Changing font sizes and attributes. Wrapping text, using border buttons and command. **Working with graphics:** Creating and placing graphic objects, resizing positioning graphic
4. **Power Point basics terminology colour scheme:** Power Point templates, getting started. **Creating presentation:** Auto content wizard, inserting, deleting slides. **Working with text:** Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. **Show Time:** Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles with other.
5. **MS-ACCESS (Data Base Managing System):** Preparation of database corresponding to management practices such as level information farm-level in information. Agro-climatic zone information, etc. **Creating database and tables:** Creating database with and without wizards, access tables wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. **Entering and Editing data:** Typing, adding records, undo, correcting entries, global replacements moving records. **Finding Sorting and Displaying Data:** Queries and Dynasts, creating and using select queries, multiple search reformatting dynasts, multilevel sorting, showing all records after a query Cross tab queries. **Printing Reports, Forms Letters and labels:** Simple table, form and database printing. Manual reporting and modifying properties in reports, saving printing, mailing labels, changing label design.

**References:**

1. P. K. Sinha & P. Sinha, 'Computer Fundamentals', BPB Publication
2. Ed Bott & Woody Leonbard, 'MS-Office 2000', Prentice Hall India
3. Nelson, 'MS-Office 2000', Tata Mc-Graw Hill

**Course 2: Business Management**

**A. Management Principles (1 credits)**

Introduction to Management, Definition, process and nature, different approaches to management, managerial functions and roles, Contributions of FW Taylor, Henry Fayol, Elton Mayo  
Decision making; definition nature and process, types of decisions, Planning; definition nature and process, types of plans and planning process.

Organizing, Types of organizational level and span of management, structure and process of organizing, different methods of departmentation, line/staff, an introduction to staffing.

Controlling, control process, Budgeting, emerging issues in management; culture and multi-culturalism, competitiveness, teamwork.

**References:**

1. Harold Koontz and Heinz Weiriele, 'Essentials of Management', TMH 1990
2. Stoner Jones AF, Freeman R Edward and Gilbest Jr David R, 'Management', PHI 1996
3. Kreitner Robert, 'Management', AITBS, New Delhi 1990
4. Criffin Rickey, 'Management', AITBS, New Delhi 1990
5. Ivancevich John M, Develly Jr. James H. and Gibson James, 'Management Principles and Functions', Richard Irwin Inc and AITBS, 1998
6. L.M. Prasad, 'Principles and Practices of Management', 2000

**B. Marketing Management (1 credits)**

Marketing: Definition, nature and scope, corporate orientation towards place, core marketing concepts, marketing environment, understanding consumer and industrial buying behavior, market segmentation, targeting and positioning, product decisions, product mix, new product development and product life cycle, branding and packaging decisions. pricing methods and strategies, promotion decisions, promotion mix, channel management decisions

**References:**

1. Kotler Philip, *Marketing Management: Analysis, Planning, Implementation and Control*, PHI 2002
2. Stanton William J., *Fundamentals of Marketing*, McGraw hill, 1994
3. Ranaswami, V.s. and Namakumari, S., *Marketing Management: Analysis, Planning and Control* McMillan, 1990
4. Neelmeghan, S., *Marketing In India, Caseand Readings*, N. Vikas, 1988.

**C. Human Resource Management ( 0.5 credits)**

Introduction to HRM and its nature, HRM in changing Environment, Recruitment and Selection  
Induction and socialization , Manpower training and development, Performance Appraisal and Potential Evaluation:  
Employee welfare and compensation. Industrial Relations & Trade Unions, dispute Resolution and Grievance Management, Employee Empowerment.

**References:**

1. *HR Management by CB Mamoria*
2. *HR and Personnel Management by K Aswathappa*
3. *Personel Management by Adam Flippo*
4. *Personel Management by Monappa and Saiyadain*

**D. Production & Operations Management (0.5 credits)**

Production and operations management; OM system model; Operations in service sector; Productivity-Measurement and variables, production system types, location & layout, supply chain management, Inventory management , functions, techniques and inventory models; An introduction to JIT system.

**Reference:**

1. Haizer jay & Render Barry , *Operations management (6<sup>th</sup> edition )*, PH, NJ
2. Buffa, *Production and operations management*.
3. Adam, EE & Ebert RJ *Production and operations management .6<sup>th</sup> edition New Delhi. PHI 1995*
4. Amrine Harold T etc . *Manufacturing Organization and management. Engelwood Cliffa .New Jersey PHI 1993*

**Course 3: Business Management**

**A.Total Quality Management (1 credit)**

Total Quality Management: Definition, Fundamental principles, approaches and models-Fuji Xerox, Model, Normal Rickad Model, Difference Between Quality and Total Quality; TQM versus Management; Cost of Quality. Contributions of TQM Gurus – W. Edwards Deming, Joseph M Juran, Philip B Crosby, Kaoru Ishikawa. Quality-planning process, Quality improvement methodologies; Problems solving process and Management tools; Quality Circles; Six Sigma

**References:**

1. *Michael J. Stahl, Total Quality Management in the global environment, Infinity Books (New Delhi, 2000).*
2. *D.D. Sharma, Total Quality Management Principles practise and cases, S.chand & sons (New Delhi 2000)*
3. *Bounds, Yorks, Adams & Ranney, Beyond TQM Toward the Emerging Paradigm, Mc Graw Hill (New Delhi 1994)*

**B.Entrepreneurship (1 credit)**

Meaning, concept of entrepreneur, entrepreneur types, traits and functions, Role of entrepreneurs in the economic growth.

Entrepreneurship: Concept, nature and characteristics, phases of entrepreneurship development,

Competing theories of entrepreneurship, Drucker, Schumpeter & Walker' view of entrepreneur

Establishing Entrepreneurial system: Search for business idea, sources of ideas, idea processing & input requirements,

Institutional set up assisting entrepreneurship, Women Entrepreneurship, Rural Entrepreneurship.

**References:**

1. *Entrepreneurial Development in India, Gupta and Srinivasan, Sultan Chand, New Delhi.*
2. *Small Scale Industries and Entrepreneurship, Desai, V., Himalaya, New Delhi.*
3. *Innovation and Entrepreneurship, Drucker, Henimann, London.*
4. *Motivating Economic Achievement, McClelland, DC & winter, Freepress, New York.*