



**Department of Business Management**

**Assam Women's University**

**Ph.D. syllabus**

Structure of the Ph. D. Course Work syllabus:

Paper Code	Course Code	Course Title	Course Credits
Course I (Core)	PHDRM1501	Research Methodology	5
Course II (Core)	PHDRPE1202	Publication Ethics	2
Course III	PHDMM1503	Marketing Management	5
	PHDHRM1504	Human Resource Management	
Course IV (Core)	PHDA1505	Designing Synoptic Outline	4

**Course Title: Research Methodology**

**Course Code: PHDRM1501**

**Nature of the Course: Core**

**Credits: (4+1+0=5)**

**Credit Hours: 80**

**Course Objectives:**

The course aims at the following:

CC1. To acquaint the researchers with the concepts of research, types of research and methods.

CC2. To introduce the researchers to the means of formulation of research hypothesis.

CC3. To familiarise with the processes of data collection.

CC4. To explore the different types of sampling, citation and referencing styles.

UNIT I: Concept of Research and Research Methods (Credit Hrs:20)

Meaning and Importance of Research, Types of Research – in Languages and Literature, Social Science, Humanities and Management, Research in Studies related to Women: Feminist Research Methodology, Selection and Formulation of Research Problem, Research Design, Research Methods - (i) Traditional Methods (ii) Modern Methods.

UNIT II: Research Formulation and Hypothesis (Credit Hrs:20)

Defining and formulating the Research Problem, steps in Research Design, Necessity Importance of Literature Review, Hypothesis Testing, Qualities of a Good Hypothesis, Types of Hypothesis, Research Design- Basic Principles, Need of Research Design, features of a Good Design, Important Concepts relating to Research Design, Types of Research design.

UNIT III: Data Collection and Data Analysis (Credit Hrs:20)

Types of Data, Methods of Data Collection, Tabulation of Data, Data Analysis, Data Representation, Interpretation of Results, Testing of Hypothesis – Logical and Statistical Techniques.

UNIT IV: Sampling, Referencing and Citation: (Credit Hrs:20)

Introduction to Sampling, Sampling Error, Sample Size, Characteristics of a Good Sample, Types of samples, Determining Size of the Sample, Practical Considerations in determining Sample Size, Types of referencing and citations: MLA/APA, Chicago, Turabian formats.

**References:**

Kothari C.R. Research Methodology. New Age International (P) Limited, Publishers, New Delhi, 2004

MC Quail. D. Audiences Analysis. Sage Publication, 1997 Wimmer, R, Mass Communication Research. Cenge Learning India Pvt. Ltd., 2015

Sanders, C . *An Introduction to Research in English Literary History*. The Macmillan Co. JB

Paranjape, *The Scholar-Apprentice: An Introduction to literature Studies and Research* Nagpur:1991.

Research Methodology Methods & Techniques, C.R. Kothari – New Age international publishers, Reprint 2008.

Nunan, D. Research Methodology in Language Learning. Cambridge: Cambridge University Ahuja, R. Research Methods. Rawat Publication, 2001.

**Course Outcomes:**

By the end of the course, the researcher will be able to:

CO1. Understand the concept of research, types and methods of research.

CO2. Explore the ways of formulation of hypothesis.

CO3. Understand the means of data collection

CO4. Get acquainted with different sampling methods and referencing techniques.

**Course Title: Research and Publication Ethics**

**Course Code: PHDRPE1202**

**Nature of the Course: Core**

**Credits: (1+1+0=2)**

**Credit Hours: 32**

**Course Objectives:**

The course aims at the following:

CC1. To acquaint the researchers with the concepts of philosophy and ethics in research.

CC2. To introduce the researchers to publication ethics and its standards.

CC3. To familiarise with open access publishing.

CC4. To explore the different databases available and research metrics.

**Contents:**

**Unit I:**

(9 hours)

Philosophy and Ethics: Definition, nature and branches of philosophy, definition of ethics, moral judgements, nature and reactions of moral judgement; Scientific conduct: co-relation between science and ethics, intellectual honesty, research integrity, scientific misconducts, redundant publications, overlapping, data misrepresentation.

**Unit II:**

(9 hours)

Publication Ethics: definition, best practices / standards setting initiatives and guidelines: COPE, WAME, etc., conflicts of interest, publication misconduct and its identification, violation of publication ethics; Predatory publishers and journals.

**Unit III:**

(8 hours)

Open Access Publishing: Open access publications and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal; Software Tools: Use of plagiarism software like Turnitin, iThenticate etc.

**Unit IV:**

(8 Hours)

Databases and Research Metrics: Databases, Indexing databases, Citation databases: Web of Science, Scopus, etc.; Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics.

**Course Outcomes:**

By the end of the course, the researcher will be able to:

C01. understand the importance of being ethical in carrying out research and publication activities.

CO2. differentiate the quality publication practices and how to be cognisant about dubious publishing practices/publishers.

CO3. Create an increased awareness about 'open access' and contribution of research output to open access publishing platforms.

CO4. Get acquainted with the software/databases which are necessary for carrying out research work.

**References:**

Bird, A. (2006). *Philosophy of Science*, Routledge.

McIntyre, Alasdair. (1967). *A Short History of Ethics*. Lodon.

Chaddah, P. (2018). *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*.

**Course Title: Marketing Management**

**Course Code: PHDMM1503**

**Nature of the Course: Optional**

**Credits: (4+1+0=5)**

**Credit Hours: 80**

**Course Objective:**

To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.

**Course Objectives:**

The course aims at the following:

CC1. To acquaint the researchers with the concepts of Marketing Management.

CC2. To introduce the researchers to different model.

CC3. To familiarise with Consumer behaviour.

CC4. To explore the different consumer attitude.

Unit 1:

(Credit Hrs:20)

Basic Concepts of Product; Product levels; Elements of Product Mix; Product Adoption Process; New Product Decisions; Product Differentiation and Positioning; Concepts of Brands and Brand Extensions; Brand Equity and Brand Equity Models; Development of Brand elements; Branding decisions; Service Marketing Mix; Service Quality and Productivity; SERVQUAL Scale; International Marketing Mix.

Unit 2:

(Credit Hrs:20)

Consumer behaviour principles in strategic marketing, Consumer decision making process- Distributive approach and Decision, process approach, Models of consumer behavior; Attitude measurement- Classical psychological model and multi-attribute models.

Unit 3:

(Credit Hrs:10)

An Overview of Retailing- Types, Product Retailing vs Service Retailing; Retail Strategy; Retail Store Location Analysis; Site Evaluation and Selection; Store Design and Layout.

Unit 4:

(Credit Hrs:10)

Advertising Management-Attitude; Perceptions; Advertising Creativity; Copy Writing; Copy Research; Design and Layout; Advertising Effectiveness.

Unit 5:

(Credit Hrs:20)

Supply Chain Concept; Competitive Advantages and SC Strategies; SC Drivers and Metrics; Logistic Value Engineering; Consumer Relationship Management and its Components; Integrated CRM System- Steps for Successful CRM.

**Course Outcomes:**

**CO1:** Understanding the nature and scope of marketing, Develop an understanding of various marketing philosophies

**CO2:** Understanding the marketing mix and marketing environment,

**CO3:** Understanding segmentation, targeting and positioning, Understanding consumer behavior and its application in marketing.

**CO4:** Develop an understanding of decisions concerning 4 P's – product, price, place and promotion and understanding contemporary issues in marketing.

**Recommended Books:**

1. Marketing Management By Kotler and Keller (Prentice Hall)

2. Marketing Management by VS Ramaswamy and S Namakumari (MACMILLAN)



**Course Title: Human Resource Management**

**Course Code: PHDHRM1504**

**Nature of the Course: Optional**

**Credits: (4+1+0=5)**

**Credit Hours: 80**

**Course Objective:**

**CC1:** The objective of the course is to familiarize the students about the different aspects of managing people in the organizations

**CC2:** To familiarize researcher about Industrial Relations.

**CC3:** To inform researcher about Labour Laws and its implication.

**CC4:** To acquaint the researcher about different recruitment and selection policy.

Unit1: (Credit Hrs:20)

Organizational Development & Managing Change, Models of Organizational Development, OD Intervention, Forces of Change, Resistance to Change & Methods for overcoming/minimizing resistance to Change

Unit 2: (Credit Hrs:20)

Industrial Relations, Machinery for settlement of Industrial Disputes, Grievance Redressal Mechanism, Conduct of Domestic Enquiry & Punishment for Misconduct

Unit 3: (Credit Hrs:20)

Labour Legislation: Code on Wages, 2019; Industrial Relations Code, 2020; Social Security Code, 2020; Occupational Safety, Health and Working Conditions Code, 2020.

Unit 4: (Credit Hrs:20)

Strategic Human Resource Management, Recruitment & Retrenchment Strategies, Reward & Compensation Strategies, Training & Development Strategies, Performance Management Strategies.

**Course Outcome:**

**CO1:** To understand HRM and the role of HRM in effective business administration.

**CO2:** To understand the role that HRM has to play in manpower planning, job analysis and forecast the human resource requirements.

CO3: To understand the role of recruitment and selection in relation to the organization's business and HRM objectives.

CO4: To understand job-based compensation scheme and performance management system and appraisals.

CO5: To recognize the emerging horizons of HRM and also enduring international HRM, e-HRM, HRIS

Recommended Books:

1. Organisational Development & Change by Kabita Singh (Pub: Excel Books)
2. Dynamics of Industrial Relations by Mamoria & Mamoria (Pub: Himalaya Publishing House)
3. Strategic Human Resource Management by Rajib Lochan Dhar (Pub: Excel Books).
4. Code on Wages, 2019; Industrial Relations Code, 2020; Social Security Code, 2020; Occupational Safety, Health and Working Conditions Code, 2020.

**Course Title: Designing Synoptic Outline**

**Course Code: PHDA1505**

**Nature of the Course: Core**

**Credits: (4+0+0=4)**

**Credit Hours: 80**

1. Researcher need to submit a synopsis/ report after field study.