

**SCHEME & SYLLABI OF EXAMINATION FOR PRE-PH.D. COURSE WORK
W.E.F. SESSION 2020-2021**

There will be three papers having 4 credits (100 Marks) each as under:

Paper-I Research Methodology : 4 credits (100 Marks)

Paper-II Subject Elective: : 4 credits (100 Marks)

Paper-III Paper : 4 credits (100 Marks)

Paper-III Paper will comprise of the following two activities:

(a) Research & Publication ethics : 2 credits (50 Marks)

(b) Seminar in thrust area/ Research Assignment/ Literature/ Survey, etc. 2 credits (50 Marks)

Marks will be converted into letter grade and grade point as per following table:

Marks	Letter Grade	Grade Point
85-100	O	10
75-84	A+	9
65-74	A	8
55-64	B+	7
50-54	B	6
41-49	C	5
40	P	4
Less than 40	F	0

	Credit	Letter Grade	Grade Point	Credit Point
Paper-I: Research Methodology	4	A	8	4×8 = 32
Paper-II: Subject Elective	4	A+	9	4×9 = 36
Paper-III: (a) Research & Publication ethics	2	B+	3.5	4×7 = 28
(b) Seminar in thrust area / Research Assignment / Literature / Survey, etc.	2	B+	3.5	
Total	12			96

GPA: 96/12

A candidate requires minimum grade point of 6 in each paper and minimum GPA of 7 to qualify the course work.

Paper-I
RESEARCH METHODOLOGY

M.M. : 100
Credits: 4
Duration : 3 Hours

NOTE: **SIX questions will be set from Part-A. The student shall attempt FOUR questions and Part-B is compulsory**

PART-A

M.M : 60

Introduction to Research Methodology

Procedure for Research:

- Problem formulation
- Research Design
- Sampling Designs
- Data Collection
- Data-Analysis and Interpretation

Thesis-Writing

PART-B

M.M. : 40

Preparation of Research Proposal

Note: **Candidate will draft a research proposal on any one of three topics to be specified by paper-setter.**

Suggested Readings:

- Business Research Methods by S. Teresa Brannick, William K. Roche, Jaico Publishing House.
- Business Research Methods by William G. Zikmund, South Western.
- Research Methods for Business: A Skill Building Approach, Uma Sekaran, Wiley India Pvt. Ltd.
- Business Research Methods, Donald R. Cooper & Pamela S. Schindlere, McGraw Hill International Edition.
- Business Research Methods by Bryman & Bell, Oxford University Press.

PAPER-II (PART-A)

M.M. : 100
Credits: 4
Duration : 3 Hours

NOTE: SIX questions will be set from Part-A. The student shall attempt FOUR questions and Part-B is compulsory

PART-A

M.M : 60

NOTE: CANDIDATE IS REQUIRED TO OPT ONE OF THE PAPERS GIVEN BELOW:

Opt.- (i) Strategic Management

Opt.-(ii) Strategic Financial Management

Opt.-(iii) Marketing and International Business

Opt.-(iv) Organizational Behaviour and Human Resource Management

PAPER-II (PART-B)

M.M. : 40

- Case Study (Compulsory)

PAPER-II (Part-A)
Opt. (i) - STRATEGIC MANAGEMENT

M.M. : 100
Credits: 4
Duration : 3 Hours

NOTE: SIX questions will be set from Section-I and students will attempt any FOUR questions. Section-II shall comprise Case Study (compulsory).

Section-I

MM: 60

- An introduction to business policy and strategic management: strategic intent, environment and strategic planning.
- Classification of business level strategies
- Corporate strategy formulation
- Organizational learning
- Strategy implementation and control
- International Marketing

Section-II

MM: 40

- Case Study (Compulsory)

Suggested Readings:

- Gupta, Vipan; Gollakota, Kamlen and Srinivasan, Business Policy and Strategic Management-concepts and Applications PHI Pvt. Ltd., New Delhi, 2007.
- R.M. Srivastva, Management Policy and Strategic Management, Himalya Publishing House.
- Tom Wheelen, David Hunger, J. David. Hunger, Strategic Management and Business Policy, Prentice Hall
- Kazmi, Azhar, Strategic Management & Business Policy, Tata McGraw Hill, 2008.
- Jauch, L.R. and Glueck, William F., Strategic Management and Business Policy, McGraw Hill.
- Flippo, Edwin, Personnel Management, McGraw Hill, 1984.

PAPER-II (PART-A)
Opt. (ii) - STRATEGIC FINANCIAL MANAGEMENT

M.M. : 100
Credits: 4
Duration : 3 Hours

NOTE: SIX questions will be set from Section-I and students will attempt any FOUR questions. Section-II shall comprise Case Study (compulsory).

Section-I

MM: 60

- Capital Structure
- Mergers and Acquisition
- Efficient Market Hypothesis
- Measurement and evaluation of Portfolio Performance
- Investment Management
- Financial and Capital Markets
- Financial Management

Section-II

MM: 40

- Case Study (Compulsory)

Suggested Readings:

- Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
- Shapiro, Alan C., Multinational Financial Management, Prentice Hall, New Delhi.
- Verma J.C.: Corporate Mergers, Amalgamations and Takeovers, Bharat Pub. House, New Delhi.
- Clark, James Fransis: Investment-Analysis & Mangement, McGraw Hill (Int. Edition).
- Fisher, Donald E. and Ronald, J. Jordan: Security Analysis and Portfolio Management, Prentice Hall, Delhi.
- Verma, J.C.: Guide to Mutual funds and Investment Portfolio, Bharat Publishing House, New Delhi.
- Roger C Clarke, Strategic Financial Management, (1988), Irwin.

PAPER-II (Part-A)
Opt. (iii) - MARKETING AND INTERNATIONAL BUSINESS

M.M. : 100
Credits: 4
Duration : 3 Hours

NOTE: SIX questions will be set from Section-I and students will attempt any FOUR questions. Section-II shall comprise Case Study (compulsory).

Section-I

MM: 60

- Concepts and Issues in Marketing
- Marketing Research Procedure
- Consumer Behaviour
- Strategic Market Planning
- Marketing Innovations
- Entry Strategies to International Business
- Global Sourcing
- Retailing and Franchising

Section-II

MM: 40

- Case Study (Compulsory)

Suggested Readings:

- Dhruv Grewal, Marketing (2009), McGraw Hill, Irwin.
- Colin Gilligan, Strategic Marketing Planning (2009), Butterworth Heinemann.
- Malcolm McDonald, Marketing Plans (2009), Butterworth Heinemann.
- Dick Locke, Global Supply Management (1996), McGraw Hill.
- Leon Schiffman and Leslie Kanuk, Consumer Behaviour (2006), Prentice Hall.
- Philip Kotler and Kevin Keller, Marketing Management (2008), Prentice Hall.
- David A. Aaker, Strategic Market Management, Wiley India Pvt. Ltd.
- Philip Cateora, International Marketing, McGraw Hill.
- Joseph Hair, Marketing Research, McGraw Hill, Robert Bush etc, at;

PAPER-II (Part-A)

Opt. (iv) - ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

M.M. : 100

Credits: 4

Duration : 3 Hours

NOTE: SIX questions will be set from Section-I and students will attempt any FOUR questions. Section-II shall comprise Case Study (compulsory).

Section-I

MM: 60

- Organizational Behaviour: Foundations of individual behavior, Organizational Behaviour field, Nature of Organizational Behaviour, Scope of Organizational Behaviour, Criticism of Organizational Behaviour.
- Perception: Meaning, process, Nature, Factors influencing perception, Perceptual selectivity.
- Contemporary Issues in Leadership: Meaning, inspirational approaches to leadership, Transformational leadership. Ethics and leadership, Finding and Creating effective leaders.
- Human Resource Policies and Practices, Training and Development Programmes, International Human Resource practices: selected Issues.
- Strategic Management/Human Resource Management / Compensation Management.

Section-II

MM: 40

- Case Study (Compulsory)

Suggested Readings:

- Raymond A. Noe, EMPLOYEE TRAINING AND DEVELOPMENT, TATA McGraw Hill Publishing Company Ltd., New Delhi.
- Fred Luthans, Organizational Behaviour- McGraw Hill Education.
- Stephen Robins, Organizational Behaviour.
- John W., Newstrom and Keith Davis, Human Behaviour at Work, McGraw Hill, Higher Education.
- Stephen P. Robbins, Organizational Behaviour, Prentice Hall.
- Edwin B. Flippo Personnel Management, McGraw Hill.

PAPER-III (a)
RESEARCH & PUBLICATION ETHICS

M.M.: 50
Credits: 2

About the course

Course Code: CPE- RPE

Overview

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy:

- Class room teaching, guest lectures, group discussions, and practical sessions.

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

NOTE: SIX questions will be set and students will attempt any FOUR questions.

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Syllabus in detail

THEORY

- **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**
 1. Introduction to philosophy: definition, nature and scope, concept, branches
 2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

- **RPE 02: SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING(4 hrs.)**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

- A. Group Discussions (2 hrs.)**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

- B. Software tools (2 hrs.)**

Use of plagiarism software like Turnitin, Urkund and other open source software tools

- **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

- A. Databases (4 hrs.)**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

- B. Research Metrics (3 hrs.)**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

References

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1–10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179–179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance*(2019), ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf

PAPER-III (b)

SEMINAR IN THRUST AREA/ RESEARCH ASSIGNMENT/ LITERATURE/ SURVEY, ETC.

M.M.: 50

Credits: 2