SCHEME & SYLLABI OF EXAMINATION FOR PRE-PH.D. COURSE WORK W.E.F. SESSION 2025-2026

There will be three papers having 4 credits (100 Marks) each. Paper-I and Paper-III are compulsory. Under Paper-II, students are required to select one optional paper out of three:

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

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

Option-i: Accounting and Finance
Option-ii: Advanced Marketing Theory and Practice
Option-iii: Human Resource Management

Paper-III: (a) Research & Publication
             Ethics: 2 credits (50 Marks)
                                                                :   4 credits (100 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

End Term Exam: 70 Marks
Internal: 30 Marks
Credits: 4
Duration: 3 Hours

Instructions for Paper Setters: The examiner will set 8 questions from the entire syllabus. The examinee will be required to attempt 5 questions at all. All questions will carry equal marks.

Course Learning Outcomes (CLO): After completing this course, the students will be able to:

CLO 1: Understand and articulate foundational concepts and types of research.

CLO 2: Develop effective research designs and conduct systematic literature review to identify research gaps.

CLO 3: Apply appropriate data collection methods and perform preliminary data analysis for research inquiries.

CLO 4: Differentiate and apply qualitative and quantitative techniques to related research problems with ethical consideration.

CLO 5: Demonstrate practical skills in developing a research proposal and analyzing data using software tools.

RM-I: Fundamentals of Research: Meaning, objectives, and significance of research: Types of research: Exploratory, Descriptive, Analytical, and Experimental; Research paradigms: Positivism, Interpretivism, and critical theory; Formulating research problems, objectives, and hypotheses.

RM-II: Research Design and Literature Review: Research design: Exploratory, descriptive, and causal designs; Sampling methods: Probability and non-probability techniques; Reviewing literature: Sources, methods, and organizing techniques; Gap identification and formulation of conceptual framework.

RM-III: Data Collection and Analysis: Data types: Primary and secondary; Tools and techniques for data collection: Surveys, interviews, observations, and experiments; Data coding, editing, and validation; Introduction to statistical tools: Descriptive and inferential statistics.

RM-IV: Qualitative and Quantitative Techniques: Quantitative analysis: Hypothesis testing, correlation, regression, ANOVA; Qualitative methods: Content analysis, thematic analysis, case study, ethnography; Use of software in research: SPSS, R, NVivo (introductory level); Interpretation of results: Drawing inferences, limitations, and implications.

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RM-V: Practical components

- Preparing a research proposal (with topic, objectives, hypothesis, methodology).
- Conducting a mini-research project: Data collection (sample-based), analysis, interpretation.
- Hands-on with SPSS/Excel/R for basic statistical operations.
- Presenting results: Tables, graphs, and interpretation.

Suggested Readings:

- Beri, G.C. Kaushik, Arun Rahman, Z., Marketing Research, McGraw Hill.
- Cooper, D. R., & Schindler, P. S., Business Research Methods. McGraw-Hill Education.
- Creswell, J. W., & Creswell, J. D., Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
- Hair, J. F., Babin, J.B., Anderson, R.E., Black, W.C., Multivariate Data Analysis. Cengage Learning.
- Kothari, C.R. – Research Methodology: Methods and Techniques
- Saunders, M., Lewis, P., & Thornhill, A., Research Methods for Business Students. Pearson.
- Yin, Robert K. – Case Study Research and Applications.
- Zikmund, W. G., Babin, B.J., Carr, J.C., Griffin, M., Business Research Methods. Cengage Learning.

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PAPER-II (Option-i)
ACCOUNTING AND FINANCE

Instructions for Paper Setters: The examiner will set 8 questions from the entire syllabus. The examinee will be required to attempt 5 questions at all. All questions will carry equal marks.

Course Learning Outcomes (CLO): After completing this course, the students will be able to:

CLO 1: Demonstrate critical understanding of foundational and contemporary theories in accounting and finance.

CLO 2: Analyze the impact of financial reporting standards and regulations on corporate accountability and market efficiency.

CLO 3: Employ appropriate research methods and data analytics tools to investigate problems in accounting and finance.

CLO 4: Evaluate contemporary issues in accounting and finance, synthesizing their implications for practice and policy.

CLO 5: Integrate theoretical knowledge with practical data analysis and research-based problem solving in accounting and finance.

AF-I: Theoretical Foundations in Accounting and Finance: Evolution of accounting thought: Positive vs. Normative theories; Financial theories: Modigliani-Miller Theorem, CAPM, APT; Behavioral finance and market anomalies; Theories of earnings, valuation, and firm performance.

AF-II: Financial Reporting and Regulatory Frameworks: IFRS, GAAP, and global convergence; Earnings management, corporate disclosures, and transparency; Integrated reporting and sustainability accounting; Regulatory bodies: SEBI, ICAI, FASB, IASB.

AF-III: Research Methodology and Quantitative Techniques: Research paradigms in accounting and finance; Hypothesis testing, regression models, panel data analysis; Event studies and time series forecasting; Financial databases: CMIE Prowess, Bloomberg, Thomson Reuters, CRSP.

AF-IV: Contemporary Issues in Accounting and Finance: Forensic accounting: Fraud detection, earnings management, and audit quality; Fintech innovations: Blockchain, cryptocurrencies, and digital payment systems; Sustainability reporting: Carbon accounting, integrated reporting frameworks; Corporate governance: Board structures, and executive compensation; Global financial markets: Volatility, liquidity, and regulatory impacts.

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AF-V: Practical Component

- Financial statement analysis using real-world data
- Case studies: Financial frauds, ESG reporting, mergers
- Research proposal writing and peer review
- Hands-on use of SPSS / STATA / R / Python for financial data analysis
- Presentation of research findings

Suggested Readings:

- Bhattacharyya, Asish K. Essentials of Financial Accounting.
- Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
- Clark, James Fransis: Investment-Analyis & Management, McGraw Hill (Int. Edition).
- Damodaran, Aswath. Applied Corporate Finance.
- Fisher, Donald E. and Ronald, J. Jordan: Security Analysis and Portfolio Management, Prentice Hall, Delhi.
- Kothari, S.P. Research in Accounting and Finance: Methods and Tools.
- Ross, S. A., Westerfield, R. W., & Jaffe, J. Corporate Finance.
- Saunders, M., Lewis, P., & Thornhill, A. Research Methods for Business Students.
- Scott, William R. Financial Accounting Theory.

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PAPER-II (Option-ii)
ADVANCED MARKETING THEORY AND PRACTICE

End Term Exam: 70 Marks
Internal: 30 Marks
Credits: 4
Duration: 3 Hours

Instructions for Paper Setters: The examiner will set 8 questions from the entire syllabus. The examinee will be required to attempt 5 questions at all. All questions will carry equal marks.

Course Learning Outcomes (CLO): After completing this course, the students will be able to:

CLO 1: Demonstrate a critical understanding of the evolution and foundations of marketing thought and their implications for research.

CLO 2: Apply theoretical models to explain consumer buying behaviors in diverse contexts.

CLO 3: Formulate strategic marketing plans and brand management strategies to enhance competitive positioning and brand equity.

CLO 4: Critically examine emerging marketing trends and identify viable areas for academic research.

CLO 5: Synthesize theoretical knowledge with practical applications to develop actionable marketing plans.

AMTP-I: Foundations and Evolution of Marketing Thought: Evolution of marketing paradigms: From production to relationship marketing; Analyzing marketing environment; Market segmentation, targeting, and positioning (STP); Marketing as a social and economic process; Services marketing: Marketing mix, service quality models.

AMTP-II: Consumer Behaviour and Decision Making: Cultural, social, and psychological influences; Consumer behaviour models; Consumer psychology: Motivation, perception, learning, and attitude formation; Consumer involvement and decision-making complexity.

AMTP-III: Strategic Marketing and Brand Management: Strategic marketing planning: Situation analysis, SWOT, and competitive strategies; Brand management: Brand identity, brand positioning, Brand equity, Brand Loyalty; Digital branding: Social media strategies, influencer marketing, and content strategy; Strategic alliances and partnerships: Co-branding and collaborative marketing.

AMTP-IV: Emerging Trends and Research in Marketing: Digital and AI driven marketing; Sustainability and green marketing practices; Marketing analytics and big data; Customer experience and relationship marketing; Ethical dilemmas in marketing: Privacy, inclusivity, and transparency.

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AMTP-V: Marketing Practice and Field Applications

- Case study analysis.
- Literature review and gap identification.
- Fieldwork: Customer interaction and data collection.
- Drafting a publishable research paper or case study.

Suggested Readings:

- Boyd, Westfall and Stasch: Marketing Research, Richard D. Irwin, Homewood Illisons.
- Churchill, A. Gilbert Jr: Marketing Research- Methodology Foundations, The Drydone Press, Orlando.
- Green and Tull: Research for Marketing Decisions, Prentice Hall of India (P) Ltd., New Delhi.
- Kotler Philip & Armstrong, G.: Principles of Marketing, Prentice-Hall of India.
- Kotler Philip & Keller: Principles of Marketing, Prentice-Hall of India.
- Leon Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall.
- Malhotra, Naresh K. and Dash: Satyabhushan, Marketing Research: An Applied Orientation, Pearson, New Delhi.
- Saxena Rajan: Marketing Management, Tata McGraw-Hill Publishing Co. Ltd.

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PAPER-II (Option-iii)
HUMAN RESOURCE MANAGEMENT

Instructions for Paper Setters: The examiner will set 8 questions from the entire syllabus. The examinee will be required to attempt 5 questions at all. All questions will carry equal marks.

Course Learning Outcomes (CLO): After completing this course, the students will be able to:

CLO 1: Critically evaluate HRM theories and models, and assess their relevance to contemporary HRM practices and academic research.

CLO 2: Analyze and synthesize global and strategic HRM practices, focusing on digital transformation, cross-cultural management, and employer-employee psychological dynamics

CLO 3: Design and critique comprehensive talent management systems, integrating training, performance evaluation, and career development frameworks

CLO 4: Investigate employee relations strategies in modern workplaces and evaluate the impact of emerging workforce trends on HRM policy and practice.

CLO 5: Apply theoretical HRM knowledge in real-world scenarios through practical engagement.

HRM-I: Theoretical Foundations of HRM: Classical, behavioral, and modern theories of HRM; Evolution of HRM thought; Strategic HRM: Concept and application; Models of HRM, (Harvard, Michigan, Guest, Warwick).

HRM-II: Strategic and Global Dimensions of HRM: HRM in the global context; HRM practices across cultures; Cross-cultural competency; Employer branding; Psychological contract; HRM in the digital era (HR analytics, AI in HRM).

HRM-III: Talent management and development: Training and development programs; Career planning and succession management; Performance appraisal systems; Feedback mechanisms and 360-degree feedback; Employee engagement strategies.

HRM-IV: Employee relations and contemporary workforce challenges: Industrial relations and conflict resolution; Collective bargaining and trade unions; Diversity, equity, and inclusion (DEI); Employee well-being and mental health; GIG economy and remote workforce management; Managing multi-generational workforces.

HRM-V: Practical applications and research practice in HRM:

- Case Study Analysis (Global and Indian HRM Scenarios)
- Fieldwork: Interview with HR professional/industry experts
- Literature review and gap identification
- Role-playing HR scenarios (e.g., conflict resolution, grievance handling).

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Suggested Readings:

- Armstrong, M., & Taylor, S. Armstrong's Handbook of Human Resource Management Practice. Kogan Page.
- Boxall, P., & Purcell, J. Strategy and Human Resource Management. Palgrave Macmillan.
- Dessler, G. Human Resource Management. Pearson.
- John W., Newstrom and Keith Davis. Human Behaviour at Work, McGraw Hill.
- Kandula Srinivas, R., Human Resource Management in Practice, PHI Learning Pvt. Ltd.
- Sanghi, S., Human Resource Management. Vikas Publishing House Pvt. Ltd.
- Schuler, R.S. & Jackson, S.E. Strategic Human Resource Management. Wiley.
- Snell S., Bohlander, G., Human Resource Management, Thomson India.
- Storey, J. Human Resource Management: A Critical Text. Cengage.
- Ulrich, D. HR from the Outside In. McGraw-Hill.

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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		4
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	7
RPE 03	Publication Ethics	
Practice		4
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	7
RPE 06	Databases and Research Metrics	
	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

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- ## 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

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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

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PAPER-III (b)
SEMINAR IN THRUST AREA/ RESEARCH ASSIGNMENT/ LITERATURE/ SURVEY, ETC.

M.M.: 50
Credits: 2

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