

# PATNA UNIVERSITY

## Department of Applied Economics and Commerce

### Draft Syllabus Of Pre Ph. D. Course Work

#### CP 1 – Research Methodology

##### Objective:

To induct on the students an in-depth knowledge of Research Methodology and to enable them to carry out research in a scientific manner.

- Unit 1: Research Approaches: Historical approach- Case study approach-descriptive approach experimental approach.  
Types of research: Pure research-applied research: categories of research: ex-post facto research – experimental research-field investigation, research survey, research evaluation research- action research (No. of class= 5)
- Unit 2: Selection and Formulation of Research Problems: Factors to be considered in selection of research problem. Steps in formulation of a problem.  
Framing of hypothesis and research question.  
Review of literature: Important of working with literature; finding literature; managing literature; using literature; the formal literature review.  
Ethics in Research; Ethical principles- other ethical consideration- ethical decision making- Scope of research in business, Power Politics and Research, Ethical Responsibilities. (No. of class= 5)
- Unit 3: Methods of Data Collection: Sources of business data; primary & secondary data in connection to business research.  
Report writing and presentation: Types of report; Report writing; objectives and steps of report writing Academic writing skill in business, bibliography, footnotes, appendix, reference. (No. of class= 8)
- Unit 4: Basic Statistical Concept: Types of variable- Quantitative and Qualitative; Reliability and validity- assessing reliability and validity of variables; confidence level and determination of size of samples. Types of sampling: Random and Non-Random sampling and their various kinds. (No. of class= 5)
- Unit 5: Data Analysis- Data preparation: Editing, Coding and preliminary arrangement, Univariate and Bi-variate. Statistical Estimation and Testing: (No. of class= 3)  
Probability distribution: Binomial, Poisson, Normal, Exponential; Point & Interval estimation. (No. of class= 4)

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Testing of Hypothesis, Simple & Composite Hypothesis, One and Two Tailed test, Type I & II error, confidence level, power of test, degree of freedom.  
Parametric Tests: Large & Small Sample, Z-test, t-test, F-test, Chi-square test, One and Two way ANOVA.  
(No. of class= 6)

Multiple Regression Analysis, Coefficient of Determination, Fitting Mathematical Curves by Least Squares Principles.  
Computation with SPSS and MS-EXCEL.  
(No. of class= 4)

Books Recommended:

Text Books:

- 1) The Essential Guide to Doing Research: Zina O'Leary; Vistar Publications (A division of Sage Publication) New Delhi.
- 2) Research Methodology: C. R. Kothari, New Age International Publication, 2<sup>nd</sup> Edition.
- 3) Practice of Social Research: E. R. Babble, Belmont, CA, Wads Worth.

Reference Books:

- 1) Hand Book of Research Design and Social Measurement: D. C. Miller and N. J. Salkind. Sage Publications, London.
- 2) Qualitative Research Methods for the Social Sciences: Allyn and Bacon Boston, MA
- 3) Qualitative and Quantitative Approaches: Sage Publications, London.

**CP 2 – Research Methods in Commerce**

Objective:

Objective of this course is to equip the Ph. D. students with the fundamental concepts, theories and issues in the various fields of the study. This is to enable the students to develop concepts in various advanced areas by studying seminal research papers published in noted journals both national and international. Pursuing such seminal papers shall enable the students to develop the theoretical foundation in the respective field of their study. The students can go with exclusive research methods and have the option to choose any relevant topic from the areas of Accounting, Finance, International Business, Banking, Marketing, HRM General Management, Economic and other allied areas leading to interdisciplinary/multidisciplinary research which are in addition to the areas explained in the following five units :

Unit I: Accounting and Finance: Accounting Theory – Basic Accounting Concepts and Contemporary Researches in Accounting – Accounting standard – Audit Practice, Corporate finance theories and capital market theories including Recent Trends in Finance and Banking – Stock Market Operations.

Unit II: Business Environment and General Management: Recent Trends in Business Environment Such as Globalization, Liberalisation, Privatisation – WTO in changing Economic Environment, Management of change – Entrepreneurship – Contemporary Management Theory & Management Practices.

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Unit III:

Legal Issues in Business: Recent Trends in legal environment relating to business - IPR, FEMA - Different areas of Business legislations such as Company's Law, Consumer Protection, Banking and Insurance Act.

Unit IV:


Marketing & different issues: Development and Emerging issues in Marketing- Advertising - Service Marketing - Retail Marketing - Internet Marketing Vs. Digital Marketing, E-Commerce Tools and Techniques, Customer Relationship Management.

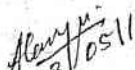
Unit V:


HRM & its different issues: Different areas of HRM including Industrial Relations, Training & Development, Ethical & Social responsibility, Manpower Planning, Stress Management, Human Resource Accounting.

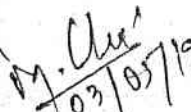
Suggested reading: To be suggested by the concerned faculty at the time of teaching of the course keeping in view the relevance, contemporariness and research trends.

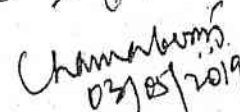
  
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