



**MOTHERHOOD**  
**UNIVERSITY, Roorkee**  
ENLIGHTENING WORLD

**Doctor of Philosophy (Ph.D.)  
COURSE WORK SYLLABUS**

**FACULTY OF COMMERCE & BUSINESS STUDIES**

**Implemented from June, 2017 onwards**

**Roorkee-Dehradun Road, Village Karoundi  
Post Bhagwanpur, Tehsil Roorkee  
District Haridwar, Uttarakhand**

## Compulsory Course - I

### PAPER I- Research Methodology and Computer Applications

#### Section I: Research Methodology

**Max. Marks: 100**

((60 hrs) 6 Credits) (70 External+30 Internal)

#### Objective:

- To enable to student to understand and work methods and concepts related Research.
- To enable the student to develop research proposal and to work with research problem.
- To develop broad comprehension of research area.

#### UNIT –I : Concept of Research

**10 hrs (20 Marks)**

Meaning, Concept, nature steps types and characteristics of research., Types and approaches , Ethics in Research and Plagiarism, Scientific Inquiry, Philosophical and Sociological foundations of research, Interdisciplinary approach and its implications in various research area.

#### Unit II: Types and Methods of Research

**10 hrs (20 Marks)**

Qualitative and quantitative methods of research like Descriptive, Historical, Case study, Ethnography, Ex-post facto, documentary and content analysis, survey field and laboratory experimental studies. Characteristics of methods and their implications in research area.

#### Unit III: Development of research proposals

**10 hrs (20 Marks)**

Research proposal and its elements, Formulation of research problem-criteria of sources and definition, Development of objectives and characteristics of objectives, Development of hypothesis and applications.

Writing a Research Paper, Choosing a Topic, Preparing a Working Bibliography, Outlining and need to write a Research Paper

#### Unit IV: Methods of data collection & data analysis

**10 hrs (20 Marks)**

Concept of sampling and other concepts related to sampling. Probability and non-probability samples, their characteristics and implications. Tools of data collections, their types, attributes and uses. Redesigning, research tools-like questionnaire, observation, interviews, scales and tests etc.

Analysis of qualitative data based on various tools. Analysis of quantitative data and its presentation with tables, graphs etc. Statistical tools and techniques of data analysis-measures of central tendency, dispersion. Decision making with hypothesis testing through parametric and non-parametric tests.

Validity and delimitations of research findings.

## Section II: Computer Applications

### Unit V:

20 hrs (20 Marks)

Basic Knowledge of Computer, Use of Internet for Research Purpose: E-mail, WWW, Web browsing, acquiring technical skills, drawing inferences from data, Use of technology and other equipment in Research, Research publishing tool-MS Word, Adobe acrobat, Graphics tool-MS Excel, Presentation tool-MS Power, Data Analysis Software and Analysis Techniques point. Application of Internet in research : INFLIBNET, Use of Internet, sights (DOAJ), Use of E Journals, Use of E library, use of EBSCO HOST online database of Academic Libraries.

### References:

- Best, J.W. (1995) & Kahan, J.V. – Research Education, Prentice Hall of India Pvt. Ltd., New Delhi.
- Edwards, A.L. (1960) – Experimental Design in Psychological Research, New York, Holts (revised Ed.).
- Ferguson, G.A. and Takane Yoshio (1989) – Statistical Analysis in Psychology and Education.
- Garrett, H.E. (1986) – Statistics in Psychology and Education, Vikils Feffers and Simmons Pvt. Ltd.
- Kaul Lokesh (1984) – Methodology of Educational Research, Vikas Publishing House Pvt. Ltd., New Delhi.
- Sukhiya, S. P. : Melhotra P.V., Elements of Educational Research, New Delhi, Allied Publishers.
- Tuckman, B.W. (1972) – Conducting Educational Research, Harcourt Brace, Javanovich.
- Verma, An Introduction to Educational and Psychological Research, Bombay, Asia Publishing House.
- Lindquist, E.F. (1960) – Elementary Statistical Methods in Psychology and Education, Oxford Book Company, New Delhi.
- Sharma, A.R. (1984) Fundamentals of Educational Research, Loyal Book Depot, Meerut.
- Sanders, D.H., Computer Today, NY: McGraw Hill, 1981
- Sinha, P.K., Computer Fundamentals, New Delhi: BPB Publications, 1992
- Cox, J. And Urban, P. “Quick Course in Microsoft Office. Galgotia Publications, New Delhi, 1990.
- Jain, Satish: “Introduction to Computer Science and basic Programming.” BPB Publications, New Delhi, 1990.
- Rajaraman, V., “Fundamental of Computers”, Prentice Hall of India, New Delhi, 1996.
- Saxena, S., “A First Coursein Computers”, Vikas Publishing House Pvt. Ltd., New Delhi, 1998.

**COURSE WORK SYLLABUS  
CORE PAPER –II**

**COMMERCE & BUSINESS STUDIES**

**Total Hours 60 (6 Credits)**

**Max. Marks 100**

**UNIT - 1**

Management: History, approaches - Development of various schools of thought, from scientific management to post modern management (current). Shortcomings, pitfalls, strengths, weaknesses and threats of various approaches. The trend during and after the Post liberalization era.

**UNIT – II**

Marketing – Basic, Present day importance of marketing in national and global context; Consumer Behaviour – Decision Making Perspectives, Improving the judgement process, Models of Consumer Behaviour; Marketing Information System – Marketing Research System and Marketing Decision Support System.

**UNIT – III**

Valuation of straight and convertible Bonds, Bond Price volatility, Duration of Bonds, Term structure of Interest rates. Valuation of Equity shares with and without Bonus Issues. Optional capital structure decisions.

Mathematics of Finance for portfolio construction; Diversification of unsystematic risk and portfolio construction; Optional portfolio selection through Markowitz model, Sharpe model and Lagrange Multiplier Techniques, Active portfolio management under CPP and CBP; Performance Evaluation of Portfolio.

**UNIT – IV**

HUMAN RESOURCE DEVELOPMENT : HRD - Meaning, Scope, Importance HRD across cultures, Organisational Training systems, view, needs assessment, training programmes evaluation, performance appraisal design & development, legal issues, implementation & evaluation, role of appraisals in managing performance, career development & planning, factors affecting career -choices - responsibilities of Employers/managers, career counseling, designing career development, system career programmes for special group.

**UNIT – V**

Concept of Operations Management - Characteristics of Manufacturing sector and service sector -Evolution of Operations Management Discipline - Concepts and Calculations of Productivity - Productivity Techniques - Productivity improvement measures.

### **Compulsory Course III**

#### **Active Participation and Academic Development (Max. Marks: 100) Credits: 4 (40 hrs)**

It will be executed during the Ph. D. work to be completed from amongst the following:

- i. Two Seminars/presentations from Research project **(5 hrs, 20 Marks)**
- ii. Active Participation in the co-curricular activities organized by the Directorate of Research, Member of Organizing Committee of the National/International Seminar/Workshop/Symposium **(20 hrs, 25 Marks)**
- iii. Publication of two Research papers in peer reviewed refereed research journals except those are mandatory for thesis or Chapters in ISBN Books. **(5 hrs, 30 Marks)**
- iv. 5 Seminars each from the Syllabus using power point presentations. **(10 hrs, 25 Marks)**