

# Saurashtra University

RAJKOT



(Re- Accredited Grade B by NAAC CGPA 2.93)

Faculty of Business Management  
Syllabus  
For  
Ph.D. Course Work in Management

**(w.e.f. October – 2010)**

**Department of Business Management  
Saurashtra University  
RAJKOT – 360 005**

## Ph.D. Course Work in Management

### Course Contents:

#### Unit I: Quantitative Research – 30%

- **Research – an introductory approach:**  
Meaning and definition of research - Characteristics of research - motivating for research - approaches of research
- **Research Methods and Techniques:**  
Case survey – survey – experimental - field investigation – evaluation – laboratory - business game - focus group discussion
- **Research design:**  
Definition, characteristics, components, types of research design: descriptive, diagnostic, exploratory and experimental.
- **Collection of data:**  
Primary and secondary data, methods of primary data collection, questionnaires, observations, interview, types of secondary data, advantages and disadvantages of secondary data.
- **Sampling:**  
Introduction, meaning and definition, characteristics, types of sampling: random, stratified random, systematic, cluster, multistage sampling, probability and non-probability sampling. Scaling technique
- **Process of data:**  
Editing, Coding, classifications and tabulation  
Analysis and interpretation of data and testing of hypothesis:  
Hypothesis formulation, level of signification, degree of freedom, Testing of Hypothesis – Parametric and Non-parametric test like t-test, F-test, Chi-square test, ANOVA, Z-test, Regression and Multivariate Regression Analysis, Factor Analysis
- **Writing and presenting Research project report**

#### Unit - II Computer Application – 30%

- **Application of Office packages**
- **Application of Text processing software**
  - Introduction to word-text formation features - Inserting the table and object - Mail Merge
- **Application of Spread Sheet**

- Features of spread sheet – Range, formulas and Functions - Applications of spread sheet
- Use of spreadsheet in testing hypothesis and in business and management decision making application.
- **Application of presentation package**
  - Slide presentation for business – it's features and usage - Creating a presentation – adding various effects
- **The Internet & Intranets**
  - Introduction to Internet - The operations of Internet - Services provided by the Internet - The world wide web - Internet Challenges
- **Use of computer in Research with SPSS and Relevant Statistical Packages**

**Unit – III Review of Literature** – **40%**

- Detailed review of literature in the area of research

**Reference Books:**

- ❖ Coper D.R. and Schindler P.S., Business Research Methods, Tata McGraw Hill, New Delhi, 2005.
- ❖ C.R.Kotheri, Research Methodology, Methods & Techniques, Wishwa Prakashan, New Delhi.
- ❖ J.K.Sachdeva, Business Research Methodology, Himalaya Publishing House.
- ❖ David J. Luck and Ronald S.Rubin, Marketing Research, PHI Learning Private Limited, New delhi, 2009.
- ❖ Ed Bott, Woody Leonhard, Special Edition Using Microsoft Office 2007, Pearson Publication, New Delhi

**Scheme of Assessment:**

- The assessment of the students will be done on the basis of assignments.
- Students have to submit assignment for above all the units of course.
- The topic of assignment will be announced in the class room.
- Total marks of all the three assignments are 100. The weightage of assignment are as under:
  - Quantitative Research – 30%
  - Computer Application – 30%
  - Review of Literature – 40%
- Grading system
  - Marks score above 60 – A Grade
  - Marks score between 50 to 60 B Grade
  - Marks score below 50 – C Grade
- For successful completion of course work minimum B Grade is Require.