



Netaji Subhas Open University

School of Professional Studies

Ph.D. in Commerce/Management

Syllabus of Course Work

Course Structure:

Paper 1 A: Research Methodology (80 marks)

Paper 1 B: Review of Literature & Ethical Practices (20marks)

Paper 2: (Discipline specific course) Emerging issues of Research in Finance, Accounting, Management and Other related issues

Full marks: 8 credits (200marks)

Pass mark: 55% in each paper

Duration: 1 Semester (6-month)

Eligibility: M/Com./ MBA with NET/ SLET/SET

Detailed syllabus

Paper I A: Research Methodology & Computer Application

(FM-80)

(Class Room and Computer Lab)

Unit I: Fundamentals of Research : Research process; Formulation of the problem; Identifying objectives; Designing the hypothesis

Unit II: Collection of Data: Sampling, design & distribution primary and secondary data; sources of data; observation, Questionnaire, Scaling technique

Unit III: Data preparation & presentation (Using relevant software)

Unit IV: Quantitative Analysis of Data: Testing of hypothesis; Univariate & Multivariate technique; Factor analysis; Discriminant analysis; Forecasting models; Tune series analysis (using relevant software)

Unit V: Quantitative analysis of Data: Grounded theory; Case study, Content analysis; Ethnographic study; Focus Group Discussion (FGD), Content analysis and narratives.

Unit VI: Interpretation & Report writing: Structure of thesis, Referencing pattern; Language & Style

Paper I B: Review of Literature & Ethical Practices

(FM-20)

(Library Work & Class Room)

Review of relevant books, journals, articles, Thesis, Reports, Cases and related Methodology; Intellectual Property, Testing Plagiarism (using necessary software); Ethical issues in Research

Paper 2: Emerging issues of Research in Finance, Accounting, Management, Other related issues (Classroom and Library work). **(FM 100)**

Suggested Readings (Paper 1A):

- Bryman, A., Business Research methods, Oxford.
- Creswell, J.W., Mixed Method Research- Introduction and Application, San Diego, CA: Academic Press
- Cooper, Donald R., Schindler Pomde S., Business Research Methods, Tata McGraw Hill.
- Goon, A.M. Gupta, M.K. and Das Gupta, B., Fundamentals of Statistics, The World Press
- Johnson, Richard A., Wicherness, Dean W., Applied Multivariate Statistical Analysis, Pearson Education.

- Kulkarni, M.V., Research Methodology, Everest Publishing House.
- Kothati, C.R., Research Methodology- Methods & Techniques, New Age Publication
- Kerlinger, F.M., Behavioral Research- A Conceptual Approach, New York: Holt, Rinehart & Winston.
- Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., Management Research Methodology, Pearson Education.
- McBurney, D.H. and While, T.L., Research methods, Thomson.
- Sharma, H.D. and Mukherjee, S.P., Research in Economics and Commerce, Methodology and Surveys, Varanasi: Indian Biographic Centre.
- Wilkinson, T.S. and Bhandarkar, P.L., Methodology and Techniques of Social Research, Himalaya Publishing House.