



Netaji Subhas Open University

School of Professional Studies

Ph.D. in Commerce and Management

Syllabus of Course Work

Paper 1 A: Research Methodology and Review of Literature (4 credit/ 70 Marks)

Paper 1 B: Research and Publication Ethics (2 credit/ 30 Marks)

Paper 2: Discipline Specific Course (6 credit/ 100 Marks)

Full Marks: 12 Credits (200 Marks)

Pass Mark: 50% in each paper and 55 % in aggregate

Duration: One Semester (6 Months)

Detailed Syllabus

Paper I A: Research Methodology and Review of Literature

(FM-70)

(Class Room and Computer Lab)

Unit I: Fundamentals of Research: Meaning and classification of research, Research process, Formulation of problem, Meaning and types of hypotheses.

Unit II: Review of Literature: Review of relevant books, journals, articles, thesis, reports, cases, identification of research gaps, objectives of proposed research work, significance of the study and related methodology.

Unit III: Collection of Data: Sampling design & distribution, primary and secondary data, sources of data, observation, Scaling techniques, Questionnaire framing.

Unit IV: Data Preparation and Presentation (Using relevant software)

Unit V: Quantitative Analysis of Data: Formulating and testing of hypothesis- Cronbach's Alpha, Parametric and Non-parametric test, Univariate, Bi-variate and Multivariate techniques, Factor analysis, Discriminant analysis, Forecasting models, Time series analysis (using relevant software)

Unit VI: Qualitative Analysis of Data: Grounded theory, Case study, Ethnographic study, Focus Group Discussion (FGD), Content analysis and narratives.

Unit VII: Research Report Preparation and Presentation: Meaning and characteristics of research report, types of research report, principles of research report, stages in report writing, Referencing; Language and Style, Process of report formulation and writing.

Paper I B: Research and Publication Ethics

(FM-30)

(Library Work and Class Room)

Intellectual Property, Testing Plagiarism (using necessary software); Ethical issues in Research. (SWAYAM recommended)

Paper 2: Discipline Specific Course: Emerging issues of Research in Accounting, Finance, Financial Management, Management, Taxation, Other related issues in multidisciplinary areas (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., Wicheres, 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.
- Roy, Sudarshan, Research Methodology, Netaji Subhas Open University
- Kumar, Ranjit, Research Methodology for Beginners, Pearson