

**Course Structure and Syllabus**  
**of**  
**Pre-Ph.D. Course Work**  
**in**  
**BUSINESS ADMINISTRATION**



**Department of Business Administration**  
**Deen Dayal Upadhyaya Gorakhpur University,**  
**Gorakhpur**

# Department of Business Administration

DDU Gorakhpur University, Gorakhpur

(Faculty of Commerce)

## Syllabus of Pre-Ph.D. Course in Business Administration

Every student admitted in Business Administration subject for the Pre-Ph. D. programme will be required to pass a course work of minimum 12 credits. The division of 12 credits course work is in two categories. Category-A (7 credits) courses are *compulsory* for all Ph. D. students of Business Administration. Category-B (5-credits) courses are optional.

Course Nature	Course Code	Courses	Credit
<b>A-Compulsory Course (All Compulsory)</b>			
<b>Compulsory Course</b>	RPE 700	Research and Publication Ethics	1+1
	BA 601	Research Methodology	05
<b>B-Optional Courses (<i>Any one course to be selected</i>)</b>			
<b>Subject Specific Areas</b>	BA 602	Researches in Financial Management	05
	BA 603	Researches in Business Policy and Strategic Management	05
	BA 604	Researches in Human Resource Management	05
	BA 605	Researches in Marketing Management	05
<b>Total</b>			<b>12 Credits</b>

## Programme Specific Outcomes

- PSO 1.** To explore new and cutting- edge approaches within the specific subject area.
- PSO 2.** To develop innovative research methods, techniques and perspectives that can have potential to advance knowledge.
- PSO 3.** To understand the concepts of business and their application in research.
- PSO 4.** To familiarise the students about issues of ethics in business thinking and practice.
- PSO 5.** For awareness about publication ethics and research conducts and misconducts.
- PSO 6.** To have an understanding of quantitative and qualitative methods of research.
- PSO 7.** To have a review of published research in relevant fields.
- PSO 8.** To have better understanding of specific research area.

## Research and Publication Ethics

(Course Code: RPE-700)

(Credits: 1+1)

**Unit –I (Theory)** Philosophy and Ethics, Introduction to Philosophy: definition, nature, scope, concept, branches Ethics: definition, moral philosophy, nature of moral judgment and reactions. Scientific Conduct, Research ethics, research Intellectual honesty and research integrity, copyright, Scientific misconduct: falsification, fabrication, and Plagiarism (FFP), Redundant Publication: duplication and overlapping publication salami slicing, Selective reporting, and misrepresentation of data

**Unit –II (Theory)** Publication Ethics: definition, introduction, and importance Best practice/standard setting initiative and guidelines: COPE, WAME, etc. Conflict and interest, Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, type, Violation of publication ethics, authorship and contributor-ship, Predatory publisher and journals, Avoiding Plagiarism. Preparing documents for MoUs, Confidentiality Agreements

**Unit –III (Practice)** Open access publication and initiatives SHERPA/RoMEO online resource to check publisher copyright and self-archiving policies, Software tool to identify predatory publication developed by SPPU Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, etc. Publication Misconduct, Subject Specific Ethical Issues FFP, authorship Complaints and appeals: examples and fraud from India and abroad. Software tools: Use of plagiarism software like Turnitin, Urkund, and other open-source software tools.

**Unit –IV (Practice)** Database and research metrics. Indexing database, Citation database: Web of Science, Scopus, etc. Research metrics: Impact factor of Journal as per journal citation report, SNIP, SJR, IPP, Cite Score Metrics: h-index, g-index, i-10 index, altmetrics.

### Suggested Readings:

- (1) Bird, A (2006). Philosophy of Science. Routledge.
- (2) MacIntyre, Alasdair (1967) A short history of Ethics, London
- (3) P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
- (4) National Academy of Sciences, national Academy of Engineering and Institute of Medicine (2009) On Being a Scientist: A guide to Responsible conduct in Research. Third Edition. National Academics Press.
- (5) Resnik, D. B. (2011). What is ethics in research & why is it important? National Institute of Environmental Health Sciences, 1-10. Retrieved from <http://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- (6) Bcall, J. (2012). Predatory publishers are corrupting open access. Nature, 489 (7415), 179. <https://doi.org/10.1038/489179a>
- (7) Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN:978-81-939482-1-7. [http://www.insaindia.res.in/pdf/Ethics\\_Book.pdf](http://www.insaindia.res.in/pdf/Ethics_Book.pdf)

# Research Methodology

**Course Code: BA 601**

**Credits: 05**

**Unit I:** Foundations of Research: Meaning, Significance and Type of research. Social Research, Scientific Research. Research Methods and Methodology. Research Process.

**Unit II:** Research Problem: Definitions of Research Problem, Selecting the Research Problem, Research Design: Meaning of Research Design, Need for Research Design, Features of a Good Design, Different Research Designs, Review of Literature: need, sources and method.

**Unit III:** Sampling & Research Data: Census and sample survey, Sampling Techniques. Sample Design and choice, Size of sample. Meaning, Types and Method of data collection-Observation, Questionnaire, Interview, Schedule, Rating Scale, Check List, Field Work, Processing and Presentation of Data. Tabulation, Graphs, charts and Diagrams. Descriptive Statistics.

**Unit IV:** Elements of Hypothesis Testing: Concept of Hypothesis, Null and Alternative Hypothesis, Type I and Type II Error, Level of Significance and Critical Region, One-tail and Two-tail Tests, Procedure for Hypothesis Testing, Test of Significance: Large and Small Sample Tests, Chi Square Test and Goodness of fit, Contingency Table and Goodness of fit.

**Unit V:** Computer Application in Business Research: MS Word, MS Excel, SPSS, R. Preparation of Report, Presentation, Footnotes, References, Bibliography, Appendices.

## **Suggested Readings:**

- Kothari, C. R.: Research Methodology: Methods and Techniques, New Age International Publisher, New Delhi
- Gupta, S.C. and V.K. Kapoor: Fundamentals of Applied Statistics (third edition), S. Chand & Sons Publications, New Delhi.
- Elhance, D.N.: Fundamentals of Statistics (Hindi Ed.)
- Gupta, B.N.: Statistics (fourth edition), Sahitya Bhawan Publication, Agra (UP).
- Young P.V.: Scientific Social Surveys and Research, New York.
- Doby J.T: An Introduction to Social Research.
- Wilkinson and Bhandarkar: Methodology and Techniques of Social Research, Delhi
- Krishna Swami and Rang Nathan: Methodology of Research in Social Sciences, Delhi
- Cochrane, R: Advances in Social Research, Constable.
- Trivedi and Shukla: Research Methodology.
- Goodey and Hatt: Methods in Social Research.
- Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K. An introduction to Research Methodology, RBSA Publishers.
- William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Business Research Methods, Cengage Learning.
- Donald R Cooper, Pamela S. Schindler: Business Research Methods-McGraw-Hill

## **Course Outcomes:**

- CO 1. Enables the student to understand the Introduction of research methodology, Research Problem and Research Design
- CO 2. Enables the student to understand Sampling Theory and various methods of sampling.
- CO 3. Enables the student to understand the application of computer in economic Research.

*(Any one course out of following four to be selected)*

## **Researches in Financial Management**

**Course Code: BA 602**

**Credits: 05**

### **Course Description**

This intensive course delves into cutting-edge research, contemporary issues, and advanced methodologies within the realm of finance. Designed for students preparing for doctoral studies, the course offers a rigorous foundation in financial institutions, financial management, and the latest research trends shaping the field.

### **Course Outcome**

Upon completion, students will:

1. Gain in-depth knowledge of the latest research in finance, with a focus on financial institutions and financial management.
2. Develop the ability to critically evaluate and synthesize recent research findings in finance.
3. Acquire advanced analytical and research methodologies used in contemporary finance research.
4. Formulate original research questions and outline potential research designs.
5. Improve scholarly writing and presentation skills for communicating research findings.

### **Course Structure**

#### **Unit 1: Financial Institutions and Markets**

- Evolution of financial institutions and their role in the modern economy.
- Key regulatory frameworks and their impact on financial markets.
- Empirical research on financial intermediaries: banks, insurance companies, asset management firms.
- Fintech disruptions and their implications for traditional financial institutions.

#### **Unit 2: Corporate Finance and Financial Management**

- Contemporary accounting practices and research, Capital structure and Payout policy.
- Mergers, acquisitions, and corporate restructuring: recent research and trends.
- Corporate governance and its impact on financial decision-making.
- Behavioral finance and its implications for financial management.

#### **Unit 3: Research Trends and Methodologies**

- Identification of key research areas in finance.
- Critical analysis of research methodologies used in finance (empirical, experimental, theoretical).
- Big Data and machine learning applications in financial research.
- Ethical considerations in finance research

#### **Unit 4: Research Proposal Development**

- Developing feasible research questions.
- Literature review and gap identification.
- Research design and methodology selection.
- Drafting a preliminary research proposal.

### **Assessments**

- End term examination of 75 Marks and Internal evaluation will of 25 marks divided as under.
- Assignment based on selected Financial Management issues: (10 Marks)
- Preparation & Presentations of Research Proposal: (10 Marks)
- Attendance: (5 Marks)

### **Required Readings:**

A mix of recent research papers from top finance journals, textbooks, and relevant case studies.

# Researches in Business Policy and Strategic Management

**Course Code: BA 603**

**Credits: 05**

## Course Description

This course delves into the complexities of business policy and strategy formulation, emphasizing the latest research and the evolution of strategic thinking. Designed for pre-doctoral students, it focuses on understanding advanced strategic frameworks, critically analyzing research, and developing original research ideas.

## Course Outcomes

By the end of this course, students will be able to:

1. Analyze and synthesize the latest research developments in business policy and strategic management.
2. Apply advanced theoretical frameworks for strategy development in complex and dynamic business environments.
3. Evaluate the effectiveness of various business strategies within different organizational and industry contexts.
4. Identify critical research gaps and contribute original research questions relevant to business policy and strategy.
5. Outline a comprehensive pre-doctoral research proposal in the field.

## Course Structure

### Unit 1: Foundations of Strategy and Competitive Analysis

- Revisiting and extending key frameworks for industry and competitive analysis.
- Resource-based view of the firm and dynamic capabilities.
- The concept of sustainable competitive advantage.
- Business Environment Models for strategic analysis.

### Unit 2: Corporate Strategy and Diversification

- Corporate-level strategy: Scope of the firm, diversification strategies, and modes of expansion.
- Mergers, acquisitions, and strategic alliances.
- Global strategy and multinational corporations.

### Unit 3: Innovation, Disruption, and Strategic Renewal

- Business models, disruptive innovation, and platform-based competition.
- Blue Ocean Strategy and the creation of new market spaces.
- Corporate entrepreneurship and strategic renewal.
- Strategic responses to technological change and environmental shifts.

### Unit 4: Research Proposal Development

- Developing feasible research questions.
- Literature review and gap identification.
- Research design and methodology selection.
- Drafting a preliminary research proposal.

## Assessments

- End term examination of 75 Marks and Internal evaluation will of 25 marks divided as under.
- Assignment based on selected Strategic Management issues: (10 Marks)
- Preparation & Presentations of Research Proposal: (10 Marks)
- Attendance: (5 Marks)

## Required Readings

- A combination of seminal and recent publications from leading strategy journals, textbooks, and illustrative case studies.

# Researches in Human Resource Management

**Course Code: BA 604**

**Credits: 05**

## Course Description

This course explores advanced concepts, research trends, and emerging issues in personnel management (also referred to as Human Resource Management). Students will critically examine the latest scholarly work and develop the skills to identify research gaps, design research questions, and craft preliminary research proposals in preparation for their doctoral studies.

## Course Outcomes

Upon completion of this course, students will be able to:

1. Demonstrate in-depth understanding of the most recent theories and research trends in personnel management.
2. Critically appraise and synthesize findings from the latest research publications in the field.
3. Apply advanced methodologies (quantitative and qualitative) to personnel management research.
4. Formulate original and significant research questions within the context of personnel management.
5. Prepare a well-structured pre-doctoral research proposal.

## Course Structure

### Unit 1: Strategic Personnel Management & HR Analytics

- Aligning personnel management strategies with organizational goals.
- Workforce planning and talent forecasting.
- The use of big data and HR analytics in decision-making.
- Measuring the effectiveness and ROI of HR initiatives.
- Artificial Intelligence and future of HR

### Unit 2: Performance, Development & Change Management

- Cutting-edge performance appraisal and management systems.
- Creating high-performance learning and development programs.
- Facilitating organizational change and transformation.
- Leadership development and succession planning.

### Unit 3: Employee Well-Being, Engagement & Diversity

- Psychological factors driving employee well-being and resilience.
- Fostering employee engagement and commitment.
- Diversity, equity, and inclusion (DEI) strategies and their impact.
- The future of work and its implications for personnel management.

### Unit 4: Research Proposal Development

- Developing feasible research questions.
- Literature review and gap identification.
- Research design and methodology selection.
- Drafting a preliminary research proposal.

## Assessments

- End term examination of 75 Marks and Internal evaluation will of 25 marks divided as under.
- Assignment based on selected Human Resource Management issues: (10 Marks)
- Preparation & Presentations of Research Proposal: (10 Marks)
- Attendance: (5 Marks)

## Required Readings

- A selection of recent research articles from top personnel management/HRM journals, textbooks, and relevant case studies.

# Researches in Marketing Management

**Course Code: BA 605**

**Credits: 05**

## Course Description

This course prepares aspiring doctoral students with the ability to conduct high-level marketing research. It covers cutting-edge theories, contemporary methodologies, and emerging trends in marketing. The curriculum emphasizes critical analysis of recent research and the development of original research proposals.

## Course Outcomes

By the end of the course, students will:

1. Master the latest concepts and theories in marketing research.
2. Critically evaluate and apply findings from recent marketing studies.
3. Utilize advanced marketing research methodologies (qualitative and quantitative).
4. Identify research gaps and formulate innovative marketing research questions.
5. Develop sound research proposals in preparation for doctoral study.

## Course Structure

### Unit 1: Understanding Consumer Behaviour

- Psychological, Social and Cultural Influences
- Customer Adoption Process
- Concept of Customer Value and Satisfaction
- Models of Consumer Behaviour

### Unit 2: Contemporary Marketing Trends

- Integrated Marketing Communications,
- Managing Service Quality,
- Customer Based Brand Equity,
- Social Media Marketing and any other latest trends

### Unit 3: Marketing Research Practices:

- Concept, Nature and Importance of Marketing Research
- Marketing Research Mix, Customer Insight, Scope of Marketing Research
- Ethical Considerations in Marketing Research
- Organisational Structure for Marketing Research

### Unit 4: Research Proposal Development

- Developing Feasible Research Questions
- Literature Review and Gap Identification
- Research Design and Methodology Selection
- Drafting a Preliminary Research Proposal

## Internal Assessments

- End term examination of 75 Marks and Internal evaluation will of 25 marks divided as under.
- Assignment based on selected marketing issues: (10 Marks)
- Preparation & Presentations of Research Proposal: (10 Marks)
- Attendance: (5 Marks)

## Required Readings

- A combination of recent research articles from leading marketing journals, textbooks, and case studies.