Quantitative Techniques & Computer Applications
(PHD-2)

Unit - I

Introduction to SPSS; Type of Variables. Master Chart. Data Entry, Importing files from other Softwares. Commands Insert Variables, Insert Cases, Value Labels Sort, Split cases, Select cases, Transpose data, Data Editing, Data Transformation: Introduction to Analytical Techniques- Univariate, Bivarite (Chi-square only)

Unit –II

Introduction to t-test and application of t-test. Chi-square, Hypothesis testing one mean, two means, more than two means (ANOVA), Correlation, Regression, Parametric and Non- Parametric Test, Processing & Interpretation of data.

Unit – III

Introduction to MS-Office, Excel, Power Point - Introduction of Slides, Speaker Notes, Media clips, Graphs, Pictures, Web pages, Adding different kind of slides, working with Power Point, Inserting text objects, Formatting Text

- Network Types & Topologies
- Email Etiquettes
- Internet-Applications & Resources
- Brief note on e-books and Virtual Library
- UGC Infonet
- Plagiarism

Unit – IV

Applications of Sophisticated Statistical package, E-Views for Data Entry, Editing, Transformation and cleaning, Applications of Basic Characteristics of Time Series Data, Error Correction Model and VAR Model , Skewness, Kurtosis , Pubmed.

Note: The external / Internal examiner shall set a total eight questions covering the entire syllabi. The Candidate shall be required to attempt any five questions selecting atleast one question from each unit

Suggested Readings

1. Donald Cooper and Pamela Schindler Business Research Methods. Tata McGraw Hill
2. Gujarati D N and Sangeetha. Basic Econometrics. Tata McGraw Hill
3. Hair. Black. Babin. Anderson and Tatham. Multivariate Data Analysis. Pearson

Pre - Ph.D. Course Work

(2019-20)

Max Marks	: 100
Theory	: 80
Sessional	: 20
Time	: 3Hrs.

Research Methodology & Review of Literature
(PHD-1)

Unit-I

Meaning, Types and Importance of Research, Characteristics of Good Research, Identification and Formulation of Research Problems, Setting Research Objectives, Hypothesis: Meaning, Types, Need and Formulation.

Unit-II

Research Design: Meaning , Components and Features, Causal Studies, Population & Sample, Sample Size, Meaning and Types of Sampling, Sampling Error, Synopsis, Questionnaire, Data Collection: Meaning, Types & Sources.

Unit-III

Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for Good Measurement, Reliability and Validity of Scales - Likert's Scale, Semantic Differential Scale, Multi Dimensional Scale.

Unit-IV

Review of Literature: What, Why, When; Significance and format of review of literature; Problem Search and Screening; Review Screening and Note Taking; Organizing, Structuring, Synthesizing; Analyzing Notes; Writing Review of Literature; Report Writing: Purpose, Steps and Format of Research report and Final Presentation of the Research Report, Referencing, Bibliography, Footnotes and Endnotes.

Note: The external/ Internal examiner shall set a total eight questions covering the entire syllabi. The candidate shall be required to attempt any five questions selecting at least one question from each unit.

Suggested Readings:

1. Donald Cooper and Pamela Schindler, Business Research Methods, Tata McGraw Hill.

2. Gilbert A. Churchill and Dawn Iacobucci, Marketing Research: Methodological Foundations, South Western Educational Publishing.

3. McBurney and Donald H, Research Methods, Wadsworth Publishing.

Pre-Ph.D. (Computer Science & Engineering)

Paper-III

Note:- Total 9 (nine) questions are to be set by the examiner / Teacher covering entire syllabus uniformly. The candidates are required to attempt any five questions, taking atleast one question from each unit / section. All questions shall carry equal marks.

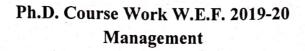Total Marks   :   100
Duration of Exam   :   3 hrs.

Unit-I

i)   Neural Network

ii)   Data Warehousing and Mining

Unit-II

i)   Software Testing and Quality Assurance
ii)   Grid Computing

Unit-III

i)   Fuzzy Logic
ii)   Intelligent System

Ph.D. Course Work W.E.F. 2019-20
Management

Total Marks : 100
Marks of Theory: 80
Internal Assessment: 20
Time: 3 Hours.

Note: **Note:** Students are required to attempt any five questions selecting at least one question from each unit. All questions will carry equal marks.

Unit-I
Management – Definitions, scope, functions and principles, Emerging Issues and Challenges in HRM, Strategic HRM, Potential Appraisal and Succession Planning
New Marketing Realities-Major Societal Forces, New Consumer and Company Capabilities, Changing Company Orientation towards Marketplace
Financial Planning: Introduction, Objectives, Benefits, Guidelines, Steps in Financial Planning, Factors Affecting Financial Planning, Estimation of Financial Requirements of a Firm.

Unit-II
Motivations – Meaning, Types & Theories, Work Life Balance, Stress Management, Virtual Learning Organization.
Tourism Marketing, Healthcare Marketing, Social Marketing, Political Marketing, Trends in Marketing Practices, Socially Responsible Marketing – An Introduction.
Value Added Accounting, Social Accounting, Inflation Accounting, Human Resources Accounting, Green And Environmental Accounting- An Overview.

Unit-III
Strategic Management and its Process, SWOT Analysis, Domestic vs. International HRM, Cross Cultural Educational and Training Programmes, Building a Multicultural Organization.
Major Marketing Weaknesses, Correcting Marketing Deficiencies, Suggesting Improved Marketing.
Receivable Management: Introduction, Costs Associated with Maintaining Receivables, Credit Policy Variable, Evaluation of Credit Policy.

Unit-IV
Organizational Behavior – An introduction , individual and organizational goals, decision making, talent management, management of employee attrition rate, strategic for talent acquisition, engagement and retention.
Impact of New Technology on Consumers, the seller, the seller of complementary services, intermediaries, information providers, competitors, other industries. Optimal structure for products and services given these new applications.
Emerging Trends in finance : Derivatives & Options, Portfolio Management.

Note: The examiner shall set eight questions in all, carrying at least two questions from each unit. All questions carry equal marks

Suggested Reading:
1. Pattanayak Biswajeet, "Human Resource Management," Prentice Hall India Pvt. Limited.
2. Burke and Cooper, "Reinventing HRM: Challenges and New Directions," Taylor & Francis.
3. Kotler, Keller, Koshy and Jha :Marketing Management-A South Asian Perspective, Pearson
4. Ranganatham, M. and Madhmati, R. "Investment Analysis and Portfolio Management," Pearson.
5. Kishore R.M., "Advanced Management Accounting" Taxmann Publications Pvt.Ltd., Delhi.
6. S.C. Kuchhal. Financial Management, Chaitanya Publishing House

Ph.D. Course Work W.E.F. 2019-20
Commerce

Total Marks : 100
Marks of Theory: 80
Internal Assessment: 20
Time: 3 Hours.

Note: Students are required to attempt any five questions selecting at least one question from each unit. All questions will carry equal marks.

Unit-I
Analysis of Financial Statement, Ratio Analysis and Working Capital –An Overview.
Marketing Management Tasks - Developing Marketing Strategies and Plans, Capturing Marketing Insights, Building Strong Brands.
Management Ethics and Social Responsibilities, Employee Empowerment, HRD functions and their Linkages to Business Goals.

Unit-II
An Overview of Investment Alternatives, Negotiable & Non- Negotiable Securities, Short Term & Long Terms Investment Decisions, Capital Expenditure
E= Marketing, Mobile-Commerce, Electronic Devices, Social Media, GPS, Enhanced Search Services, Biometrics and Smart Cards
E-selection and recruitment, E-performance management and compensation design, Learning Process.

Unit-III
Emerging Trends in Finance: Derivatives & Options, Portfolio Management, International Financial Management, Credit Rating.
Major Marketing Weaknesses, Correcting Marketing Deficiencies, Suggesting Improved Marketing.
Current Challenges in Outsourcing, Cross Border Merger and Acquisition In Relation To Human Resource Management, Organizational Behavior Approaches.

Unit-IV
Mutual Funds: Concept and Types, Venture Capital Finance. Budget & Budgetary Control
Direct Marketing, Multi Stage Marketing, Interactive Marketing, Word of Mouth Marketing.
Concept of Career and Career Planning, Managing Career Plateau, Controlling and its Process.

Note: The examiner shall set eight questions in all, carrying at least two questions from each unit. All questions carry equal marks.

Suggested Reading:

- Prassanna Chandra, Financial Management - Theory & Practice, Tata –McGraw Hill
- I.M. Pandey, Financial Management, Vikas Publishing House
- S.C. Kuchhal. Financial Management, Chaitanya Publishing House
- Kotler, Keller, Koshy and Jha :Marketing Management-A South AsianPerspective, Pearson
- Paliwoda,Stanley J:The Essence of International Marketing, Prentice Hall, NewDelhi.
- Gerhart Barry and etal. "Human Resource Management," McGraw-Hill College.
- Gupta and Joshi, "Human Resource Management," Kalyani Publishers.