

**Scheme of Examination
&
Syllabi**

for

Course Work

for

**Doctor of Philosophy (Ph.D.)
in
Management**

[With effect from Academic Session 2016-2017]

**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Sector-16 C, Dwarka, New Delhi 110078.**

www.ipu.ac.in



Prof. Sanjay Mittal

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Guru Gobind Singh Indraprastha University
Sector-16C, Dwarka Campus, Delhi-110078

SEMESTER – I

| S. No | Course Code | Course Title | Credits |
|-------|-------------|--|---------|
| 1. | 902001 | Basics of Research | 3 |
| 2. | 902002 | Contemporary Issues in Functional Areas | 3 |
| | 902002 A | Contemporary Issues In Finance | 3 |
| | 902002 B | Contemporary Issues In Human Resource | 3 |
| | 902002 C | Contemporary Issues In Marketing | 3 |
| | 902002 D | Contemporary Issues In Strategic Management & International Business | 3 |
| | 902002 E | Contemporary Issues In Information Technolgoy | |

SEMESTER – II

| | | | |
|----|--------|------------------------------------|---|
| 3. | 902003 | Research Methodology in Management | 3 |
| 4. | 902004 | Review of Literature | 3 |

1. For Course Code 902001, 902002, 902003 and 902004 the examination for each course shall be of out of 100 marks comprising of

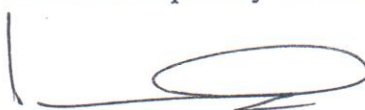
- a) Mid – Semester Examination of 40 marks

- b) End – Semester Examination of 60 marks

Mid-semester Examination for each course shall be an Internal Examination of 40 Marks to be held during the semester.

The End-Semester Examination shall be of 60 marks. The end-semester examination shall be of 3 hours duration and shall be held at the end of the semester. The setting of the Question Paper for the end-term examination will be arranged by the Secrecy Branch from the panel of examiners approved by Board of Studies (BOS).

2. For Course Code 902004, the respective Supervisors will be required to submit the topic of review of literature within three months of the joining of the Scholar duly signed by the supervisor and scholar. For evaluation, the scholar will submit a written report and also give an oral presentation of the Literature Review before the School Research Committee (SRC) and the marks will be assigned by the Supervisor and the same are required to be approved by the SRC.
3. In order to complete the course work, a student has to earn 9 credits out of 12.
4. Seventy-five percent attendance is compulsory for the course work.



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BASICS OF RESEARCH

COURSE CODE : 902001

CREDITS: 3

Objective: To acquaint the student with the concepts of research, research design and research process and to inculcate a scientific research approach in them.

UNIT I: Meaning, Purpose and Nature of research; Epistemological Issues; Ontological Issues; Quantitative versus Qualitative Research; Problem Definition- Meaning, Importance, Types and Formulation; Statement of research objectives and research questions; Research Process; Research Designs: Exploratory, Descriptive and Casual; Hypothesis: Meaning, Types and Hypothesis Formulation. Constructs: Constitutive and Operational Definition. Variables: Meaning and Types. Review of Literature-Purpose, sources and process.

UNIT II: Qualitative Research Methods: Phenomenology, Ethnography, Netnography, Case studies. Focus Groups: Planning and Conducting; online focus groups; Depth Interviews: Planning and Conducting. Projective Techniques-Types; Observation Methods & Tools, Content Analysis; Qualitative Data Analysis. Quantitative Research Methods: Scales of Measurement; Rating Scales: Types and Construction; Data Collection Instruments-Construction and Testing.

Unit III:

Reliability: Concept, Types and Measures, Factors influencing the reliability of test scores; improving reliability of test scores. Validity- Concept and Types, Statistical methods for calculating validity, factors influencing validity, Relation of validity to reliability.

Unit IV:

Sampling: Rationale; Defining target population, sampling frame, sampling units; Sampling Methods: Types of probability and non-probability sampling techniques; Determining sample size; Considerations in sample design. Sampling & Non Sampling Errors. Report Writing: Research Report Components, Process of report writing, features of good reports, Oral Presentation of Report, Writing research papers.

Text Books:

1. Bryman, A. & Bell, E. (2011). *Business Research Methods*. Oxford University Press.
2. Cooper, D. R. and Schindler P. S. (2009). *Business Research Methods*. Tata McGraw Hill Education Pvt. Ltd.

Reference Books:

3. Montgomery, D.C. (2013). *Design and Analysis of Experiments* (Eighth ed.) (International Student Edition). John Wiley & Sons.
4. Cochran, W.G. (2007). *Sampling Techniques* (Third ed.). John Wiley & Sons.
5. Chawla and Sondhi (2016). *Research Methodology*. Vikas Publishing House
6. Phanse, Sameer (2016). *Research Methodology: Logic, Methods and Cases*. Oxford University Press.



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CONTEMPORARY ISSUES IN FUNCTIONAL AREAS

SEMESTER I

AREA: ACCOUNTING AND FINANCE

902002 A: CONTEMPORARY ISSUES IN FINANCE

Objective: To familiarize the students with the functioning of financial world and to enable them to identify, understand and manage the challenges involved.

Requirement: The candidate is required to supplement the theoretical resources with relevant research studies.

Unit – I

Analysis of financial statements; financial reporting; IFRS; upcoming accounting practices – human resource accounting, forensic accounting, economic value added, monetary value added, sustainability accounting and integrated reporting, governance related issues; Emerging issues in Accounting

Unit – II

Sources of finance, capital structure decision, dividend decision, asset pricing models, management of ecological and holistic challenges through finance function; Emerging issues in Corporate Finance

Unit – III


Functions and structure of financial markets, fundamental analysis, technical analysis, efficient market theory, financial derivatives, behavioral issues in finance and investment; Emerging issues in Financial Markets

Unit – IV

Global capital flows, global financial market linkages, financial crises and their management, financial management challenges in globally integrated world; Emerging issues in International Finance.

Suggested Readings:

1. Fundamentals of Financial Management – Van Horne and Wachowicz (Jr) – Pearson Education
2. Accounting Theory – Belkaoui – Cengage Learning
3. International Corporate Finance – Madura – Cengage Learning
4. Financial Reporting: An Accounting Revolution – Beaver – Prentice Hall
5. Financial Markets and Institutions – Mishkin – Prentice Hall
6. Fundamentals of Investments – Alexander, Sharpe and Bailey – Prentice Hall
7. An Introduction to Derivatives and Risk Management – Chance and Brooks – Cengage Learning
8. Value Investing and Behavioral Finance – Parikh – McGraw Hill Education


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AREA: HUMAN RESOURCE MANAGEMENT
902002 B: CONTEMPORARY ISSUES IN HUMAN RESOURCE

Requirement:

The student is required to review eight articles in his area of specialization. The journals will be prescribed by the concerned supervisor.

Objective: To develop an understanding about how organizations have to prepare themselves for bringing effective change effectively to succeed in the changing environment.

UNIT – I

A brief history of Human Resource Management, HRM and organizational effectiveness. The challenge of Human Resource Management: global challenges, technology challenges, managing change, managing talent, cost concerns, responding to markets and social issues. Demographic and employee concerns (demographic changes, cultural changes, diversity). Role, competencies and responsibilities of HR Manager.

UNIT – II

Strategic Human Resource Management- Strategic Planning, Environmental analysis, internal analysis, strategy formulation/ implementation/ evaluation and assessment. Strategic alignment and flexibility for future. People and the HRM Diagnostic framework. Global HRM: A global perspective. The expatriate manager in MNC. The legal and ethical climate of global HRM.

UNIT – III

Creating high performance work systems- The fundamental principles of high performance work systems, anatomy of high performance work systems. Assessing strategic alignment : The HR Scorecard. Fitting/ implementing and outcomes of high performance work systems.

UNIT -IV

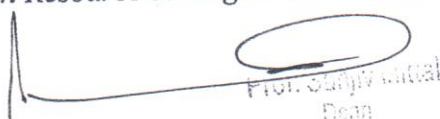
Organisational Change Process- managing change as growth, managing change as transformation, managing change as turnaround; Leadership and Organisational Change; Understanding Organisation Development (OD) Process; Organisational Transformational through Teamwork; Organisation Culture and Change; Quality of Work Life and its Impact on Employees' Performance; Work Life Balance. Latest papers on contemporary HR issues.

TEXT BOOKS:

1. Snell, Bohlander and Vohra. *Human Resource Management*. Cengage Learning
2. John M Ivancevich. *Human Resource Management*. McGrawHill

RECOMMENDED READINGS:

1. Brown D.R., & Harvey, D.A. *An Experiential Approach to Organization Development*. Pearson Education.
2. Cummings, T.G. & Worley, C.G. *Organization Development and Change*. Cengage Learning.
3. Bass, B.M. *Leadership Psychology and Organizational Behavior*. Greenwood Publishing Group.
4. Kandula, S.R. *Performance Management: Strategies, Interventions, Drivers*. Prentice Hall.
5. Armstrong, M., & Baron, A. *Handbook of Strategic HRM: The Key to Improved Business*. Kogan Page.
6. Greer, C.R. *Strategic Human Resource Management: A General Managerial Approach*. Pearson


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AREA: MARKETING MANAGEMENT
902002 C: CONTEMPORARY ISSUES IN MARKETING

Objective: To develop the ability to understand and evaluate extant theory and research and to design and conduct research on issues in the area of Marketing such as Marketing Strategy, Consumer Behaviour, Services Marketing, Marketing Communication and Online Marketing by exposing them to the relevant theories, research issues and prominent research in the field.

Requirement:

The student is required to review at least four additional articles on each Unit from the topics specified in the syllabus.

UNIT - I

Evolution of Marketing Theory; Theoretical Perspectives on Marketing Market Orientation: Customer Orientation, Integrated Marketing Societal Marketing, Holistic Marketing

Readings:

- Jaworski, B. and Kohli, A. (1993). 'Market orientation: Antecedents and consequences', Journal of Marketing, 57, pp. 53-70.
- Kohli, A. and Jaworski, B. (April 1990). 'Market orientation: The construct, research propositions, and managerial implications', Journal of Marketing, 54, pp 1-18.
- Narver, J. and S. Slater (October 1990). 'The effect of a market orientation on business profitability', Journal of Marketing, 54, pp. 20-35.
- Keller, Kevin Lane and Kotler, Philip (2006), "Holistic Marketing: A Broad, Integrated Perspective to Marketing Management," in Does Marketing Need Reform?, eds. Jagdish Sheth and Raj Sisodia, 300-305.

Marketing in a changing environment: Macro and micro environment

Readings:

- Jackson, Ralph W.; Wood, Charles M. (2013) The Marketing Environment: A New Paradigm, Academy of Marketing Studies Journal.s Vol. 17 Issue 1, pp. 35-50

Consumer Decision Making : Involvement and Information Processing, Theory of Planned Behaviour, Theory of Reasoned Action

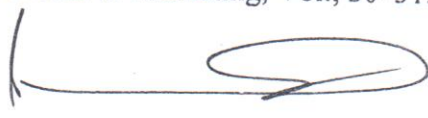
Readings:

- Mittal, Banwari (1995), "A Comparative Analysis of Four Scales of Consumer Involvement," Psychology and Marketing, 12 (November-December), 363-380.
- Madden, Thomas J., Ellen, Pamela Scholder and Ajzen, Icek (1992), "A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action," Personality and Social Psychology Bulletin, 18 (1), 3-9.

Customer Creativity and Marketing Strategy: Customer Co-creation-Benefits and Challenges

Readings:

- Prahalad, C.K. and Ramaswamy, Venkat (2000), "Co-opting Customer Competence," Harvard Business Review, 78 (January-February), 79-87.
- Jensen Schau, H., Muñiz, A.M. & Arnould E.J. (2009). How Brand Community Practices Create Value. Journal of Marketing, Vol., 30 51.


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- Chan, Kimmy Wa, Chi Kin (Bennett) Yim, and Simon S.K. Lam (2010), "Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services Across Cultures," *Journal of Marketing*, 74 (May), 48-64.
- O'Hern, Matthew S. and Aric Rindfleisch (2010), "Customer Co-Creation: A Typology and Research Agenda," *Review of Marketing Research*, Naresh K. Malhotra, ed. Armonk, NY: M.E. Sharpe, 84-106.

UNIT – II

Designing, Developing, Maintaining and Measuring Customer Based Brand Equity

Readings:

- Keller, K.L., & Lehmann, D.R. (2006). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6), 740-759.
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(January), 1-22.
- Yoo Boonghee & Donthu Naveen (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.

Integrated Marketing Communication: Definition, Key Features, Benefits, IMC campaigns

- Kevin Lane Keller (2001), "Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs," *Journal of Marketing Management*, 17 (September), 819-848.
- Kliatchko, J, (2008) Revisiting the IMC construct A revised definition and four pillars, *International Journal of Advertising*, 27(1), pp. 133-160.

Experiential Marketing: Benefits, Strategies, Challenges.

Readings:

- Schmitt, Bernd & Zarantonello, Lia (2013), Consumer Experience and Experiential Marketing: A Critical Review, in Naresh K. Malhotra (ed.) *Review of Marketing Research* (Review of Marketing Research, Volume 10) Emerald Group Publishing Limited, pp.25 - 61

Customer Relationship Management: 4 Cs concept, Stages in CRM, Life Time Value and Loyalty Marketing,

Readings:

- Reinartz, Werner, Krafft, Manfred & Hoyer, Wayne D. (2004) The Customer Relationship Management Process: Its Measurement and Impact on Performance. *Journal of Marketing Research*: August 2004, Vol. 41, No. 3, pp. 293-305.
- Verhoef, Peter C. (2003) Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development. *Journal of Marketing*: October 2003, Vol. 67, No. 4, pp. 30-45.
- Payne, Adrian & Frow, Pennie (2005) A Strategic Framework for Customer Relationship Management. *Journal of Marketing*. Vol. 69, No. 4, pp. 167-176.



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UNIT – III

Creating Customer Value in Servicess

Readings:

- Brock Smith and Mark Colgate (2007) Journal of Marketing Theory and Practice Vol. 15, No. 1, pp. 7-23
- Silvia Martelo Landroquez Carmen Barroso Castro Gabriel Cepeda-Carrión , (2013), "Developing an integrated vision of customer value", Journal of Services Marketing, Vol. 27 Iss 3 pp. 234 – 244.
- Martin Fraering , Michael S. Minor , (2013) "Beyond loyalty: customer satisfaction, loyalty, and fortitude", Journal of Services Marketing, Vol. 27 Iss: 4, pp.334 – 344
- G.S. Sureshchandar, Chandrasekharan Rajendran, R.N. Anantharaman, (2002) "The relationship between service quality and customer satisfaction – a factor specific approach", Journal of Services Marketing, Vol. 16 Iss: 4, pp.363 - 379

Measuring Service Quality

Readings:

- J. Joseph Cronin, Jr. and Steven A. Taylor (1992) Measuring Service Quality: A Reexamination and Extension, Journal of Marketing, Vol. 56, No. 3, pp. 55-68. Parasuraman et al., 1994
- Parasuraman, V.A. Zeithaml, L.L. Berry (1994) Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria, Journal of Retailing, 70 (3), pp. 201–230

Issues in Marketing & Management of of Services: Travel & Tourism, Financial Services, Health Care and Hospitality.

UNIT IV

Digital Marketing: Antecedents of consumer willingness to buy online, Dimensions of Online customer experience, E-marketing mix, Social Media as a marketing tool

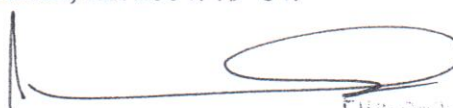
Readings:

- Novak, Thomas P., Donna L. Hoffman, and Y. F. Yung. 2000. "Measuring the Customer Experience in Online Environments: A Structural Modeling Approach." Marketing Science 19 (1): 22-42.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on consumer behavior. Journal of Marketing, 80(1), 7–25

Green Marketing: Motivation for firms adopting green marketing, problems and challenges, Consumer attitudes to green marketing

Readings:

- Unruh, G. And Ettenson, R. (2010, June). Growing Green; Three smart paths to developing sustainable products. Harvard Business Review. Vol. 5(6). Boston.
- Ken Peattie, Andrew Crane, (2005), "Green marketing: legend, myth, farce or prophesy?", Qualitative Market Research: An International Journal, Vol. 8 Iss: 4 pp. 357 - 370
- J. M. Ginsberg and P. N. Bloom, —Choosing the Right Green Marketing Strategy, MIT Sloan Management Journal, fall 2004: 79–84.



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Cause Related Marketing: Definition , Rationale, Consumer attitudes towards cause related marketing,

Readings:

- Ladero, M.M.G., Casquet, C.G. & Singh, J. (2015) Understanding factors influencing consumer attitudes toward cause-related marketing, *International Journal of Nonprofit and Voluntary Sector Marketing*, 20: 52–70.
- Vanhamme, J., Lindgreen, A., Reast, J., and Popering, N. van (2012), "To do well by doing good: improving corporate image through cause-related marketing", *Journal of Business Ethics*, Vol. 109, No. 3, pp. 259-274.
- Dirk C. Moosmayer Alexandre Fuljahn, (2010), "Consumer perceptions of cause related marketing campaigns", *Journal of Consumer Marketing*, Vol. 27 Iss 6 pp. 543 - 54

Social Marketing: Definition and Scope, Social Marketing Mix, Problems and Challenges, Social Marketing Campaigns

Readings:

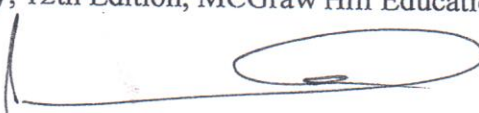
- Hastings G, Saren M. (2003) The critical contribution of social marketing: theory and application. *Marketing Theory*, 3(3):305–22.

Ethical Issues in Marketing

Marketing Ethics: Factors Influencing Perceptions of Ethical Problems and Alternatives; Anusorn Singhapakdi; Scott J. Vitell; *Journal of Macromarketing* Spring 1990 vol. 10 no. 1 4-18

REFERENCE BOOKS

- Kotler, P. Keller, K.N. Koshy, A. & Jha, M..Marketing Management : A South Asian Perspective 14th Edition, Pearson Education India,
- Kevin Lane Keller, M. G. Parameswaran, Isaac Jacob, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition, Pearson Education India,
- Christopher H Lovelock & Jochen Wirtz ,Services Marketing(People, Technology, Strategy), 7th Edition, Pearson Education India,
- Del Hawkins, David L. Motherbaugh, & Amit Mookerjee, Consumer Behavior: Building Marketing Strategy, 12th Edition, MCGraw Hill Education.


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AREA: STRATEGIC MANAGEMENT & INTERNATIONAL BUSINESS
902002 D: CONTEMPORARY ISSUES IN STRATEGIC MANAGEMENT & INTERNATIONAL BUSINESS

Requirement:

The student is required to review eight articles in his area of specialization. The journals will be prescribed by the concerned supervisor.

Objective: *This course is designed to educate the researchers regarding the need and importance of strategic management and international business.*

UNIT - I

Strategic Management- basic model; Concepts of Strategic Management; Interaction of Environmental Analysis and Strategy Formulation; Environmental Scanning- meaning, types, modes, external environmental variables, analyzing the general environment tools- PEST, PESTLE, and STEEPLE, analyzing the task environment- industry analysis, Porter's approach to industry analysis, analyzing the internal environment- organisational analysis, approaches to internal scanning-SWOT analysis (traditional approach), resource-based view, value-chain analysis.

UNIT II

Strategy Implementation: Resource Allocation; Structural Considerations and Organisational Design; Leadership and Corporate Culture; Fundamental and Operational Strategies; Plans and Policies. Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process for Operational Control; Evaluation Techniques for Strategic and Operational Control. Contemporary issues in the area of Strategic Management.

UNIT - III

Theories of Growth and Development- balanced *versus* unbalanced growth, theory of Big Push, critical minimum efforts theories; Technological Change and Development; International Trade Theory and Development Strategy- traditional and modern theory of international trade, international trade strategies for development, export promotion *versus* import substitution, industrialization strategies, foreign investment and development.

UNIT - IV

Research on Theories of International Trade; Research on Global Convergence- Research on Comparison of Bilateral Agreements and Multilateral Agreements; Research on Challenges Faced by Indian Companies in their Globalization Efforts; Research on Managing Political Risk. Research on Different Modes of Entry Especially Foreign Direct Investment, Franchising, Research on Cross Cultural Negotiation; Unique Implementation Issues of Global Firms; Research Methods for Global Strategic Management.

RECOMMENDED READINGS:

1. Spender, J.-C. *Business Strategy: Managing Uncertainty, Opportunity, and Enterprise*. Oxford, University Press.
2. Nelson, C. A. *International Business-A Manager's Guide to Strategy in the Age of Globalism*. Emerald Group Publishing Limited.
3. Porter, M.E. *Competitive Strategy and Competitive Advantage*. Free Press.

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- ...raith, J.R., & Kazanjian, R.K. *Strategy Implementation: Structure, Systems and*
...ss. West Publishing Co.
- ...eresky (2003). *International Management: Managing across borders and culture.*
Pearson Education.
6. Daniels, John D. and Radebaugh, Lee H. (2005). *International Business.* Wiley India.



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Unit IV

Information Technology in International Management

AREA: INFORMATION TECHNOLOGY
902002 E: CONTEMPORARY ISSUES IN INFORMATION TECHNOLOGY

Requirement:

Students are required to review eight articles in their area of specialization. The journals will be prescribed by the concerned supervisor.

Objective: *This course is designed to educate the researchers regarding the need and importance of information technology in different areas of managing business.*

Unit I

Information Systems: Data, Information, Knowledge. Meaning, Role and Types of Information Systems. Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis. Supply Chain Management, Customer Relationship Management, ERP. Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications. Emerging Concepts in Information System Design and Application.

UNIT II

Introduction to Databases, Data Warehousing, Data Mining and their Applications. Structured and Unstructured Data Mining. Knowledge Management, KDD. Emerging Research Trends in Databases and Analytics

Unit III

E-Governance: Evolution, Present status, Models of E-governance, Challenges of E-governance, Digital Divide, Benefits and Challenges of E-governance. E-Commerce: Types of E-commerce, Elements of E-commerce, E-commerce Security, Threats, EDI, EFT, Electronic payment systems and their types, Mobile commerce. Emerging Trends in E-governance and E-commerce.

Unit IV

Information Technology Infrastructure Management, Assessment and Evaluation of IT Systems. Performance Evaluation, Security and Privacy Issues in IT Systems. Challenges. Emerging Trends in IT Infrastructure Management

The faculty teaching the course will assign various readings/cases to be read as a part of the course.

References

1. Kenneth C. Laudon & Jane P. Laudon (2016). *Management Information Systems: Managing the Digital Firm*. Pearson India, 14th Edition.
2. Avi Silberschatz, Henry F. Korth & S. Sudarshan (2013). *Database Systems Concepts*. 6th Edition.
3. Lynda M Applegate, Robert D. Austin and Deborah L Soule. (2014). *Corporate Information Strategy and Management-Text and Cases*, McGraw Hill 8th Ed.
4. Henry C. Lucas, Jr. (2008). *Information Technology: Strategic Decision Making for Managers*. Wiley India.
5. Micheal E Whitman and Herbert J Mattord (2012). *Principles of Information Security*, Cengage Learning, 4th Ed.
6. Dave Chaffey (2009), *E-Business and E-commerce Management*, Pearson Education, 3rd Ed.



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SEMESTER-II
RESEARCH METHODOLOGY IN MANAGEMENT

COURSE CODE: 902003

CREDITS: 3

Objective: To acquaint the students with the concepts, tools and techniques of data analysis and the process of effective report writing.

UNIT – I

Descriptive Statistics of a series: Measures of central tendency, measures of dispersion, measures of skewness and kurtosis, correlation- meaning, Karl Pearson's coefficient of correlation, Spearman's rank coefficient of correlation.

UNIT – II

Theory of Estimation: Meaning and concept of Estimation, Types of Estimation, Properties of an estimator, Methods of Estimation-maximum likelihood method of estimation, Standard error of estimator, confidence limits of different parameters, Statistical Inference: Hypothesis – Process of Hypothesis Testing, Types of error, One Sample and Two Sample tests, Normal Distribution, Student's t-distribution, Chi square distribution and F Distribution. Kolmogorov-Smirnov Test, t-Test, ANOVA, ANCOVA, Chi Square Test, Mann Whitney-U test, Kruskal-Wallis Test, Rank Test.

UNIT – III

Exploratory Factor Analysis, Regression-meaning, nature, relationship with correlation, regression equations, linear vs non linear regression, multiple regression.

UNIT – IV

Multivariate Analysis: Confirmatory Factor Analysis, Structural Equation Model, Path Analysis, Cluster Analysis, Discriminant and Conjoint Analysis, Time Series Analysis.

Text Books:

1. Levin, R.I. and Rubin, D.S. (2009) *Statistics for Management* (Seventh ed.). New Delhi: Pearson Education.
2. Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. (2013). *Multivariate Data Analysis* (Seventh ed.). Pearson Education.

Reference Books:

3. Johnson, R.A., & Wichern, D.W. (2012). *Applied Multivariate Statistical Analysis* (Sixth ed.). New Delhi, Prentice Hall of India.
4. Zikmund, W.G. et al (2013). *Business Research Methods* (Eighth ed.). New Delhi: Cengage Learning.



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REVIEW OF LITERATURE

COURSE CODE : 902004

CREDITS: 3

Objective: To help students to understand and evaluate the research conducted in the relevant area of interest

Course Content:

Report of Literature Review to be submitted based on

1. Chronological and geographical comparison and
2. Classification of research studies in the relevant area on the basis of problem studied, techniques applied, variables used and results of the studies.

Note:-

1. For this course, the respective Supervisors will be required to submit the topic of the review of Literature within three months of the joining of the Scholar duly signed by the supervisor and scholar. For evaluation, the scholar will be required to submit a written report and also give an oral presentation of the Literature Review before the School Research Committee (SRC) and the marks will be assigned by the Supervisor and the same are required to be approved by the SRC.
2. The scholar has to submit only one copy of the written report of review of Literature.



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