DEPARTMENT OF MANAGEMENT STUDIES
SCHOOL OF MANAGEMENT

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Ph.D. Programme in
Management
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SYLLABUS

Common Syllabus for Ph.D. Part – I Exam
Research Methodology
Part - I

Unit – I

       Introduction to research, research types - Overview of Research Process - Qualitative Research Studies and designs - Theory Building - Hermeneutics, Phenomenology and Action Research - Grounded Theory.

Unit – II

       Research Plan and design - Formulating a Research Problem, research questions - Plan for data analysis - Design of Instruments - Measurement and Scaling Techniques.

Unit –III

Tools of qualitative data Collection: primary, and secondary; observation depth Interview, focus group discussion - Use of projective Techniques - Interviewing and moderation skills in qualitative Data Collection - Selecting Method of Data Collection - Data editing, processing & categorization.

Unit – IV

       Introduction to data analysis: quantitative - Traditional qualitative Data analysis – e.g. Content Analysis and Interpretation - Integration of qualitative and quantitative data analysis - Consumer Insight Mining (CIM) using Traditional and Non-traditional Methods (Narrative, Rhetorical, Text Analysis and Metaphor, Obituary, NLP)

Unit – V

       Application of software tools, use of library databases, review of articles, exploring various data sources, understanding bibliography, structuring of a thesis/report, use of different referencing styles e.g. APA, Report Writing, presentations, and Research Proposal.

Part – II

Unit – I

 Basic statistics, probability, probability distributions, expectation, distributions-discrete, and continuous, parametric and non-parametric, sampling, sampling distribution, sampling methods, sample size determination, sampling errors, theory of estimation, correlation, simple regression model.

Unit – II

       Classical Linear Regression Models (CLRM), Generalized Regression Models and Issues Related Assumptions of Normal CLRM (heteroscedasticity, autocorrelation, multi- collinearity, structural stability, etc.), errors in variables, dummy variable regression analysis (probit / tobit / logit etc), non-linear regression models.

Unit – III

       Design of experiments, Repeated Design of Experiments, Discriminate Analysis

Unit – IV

       Introduction to multivariate Analysis, Factor Analysis, Cluster Analysis, Multi-dimensional Scaling Techniques (MDS), conjoint Analysis.

Unit – V

       Structural Equation Modeling (SEM): Introduction to simultaneous equations-concept of structured form and reduced form-problem of identification, 2-stage least squares, Discrete Variable Analysis, Introduction to time series, Panel Data Model and Analysis.

Reference Book

1. PANNEER SELVAM.R. "Research Methodology", Prentice Hall of India, New Delhi, 2004.
2. KOTHARI, C.R. Research Methodology, Vishva Prakasham publishers, New Delhi, 2004.
3. MARK N.K. SAUNDERS, ADRIAN THORNHILL, PHKIP LEWIS, "Research Methods for Business Studies, 3/c Pearson Education, 2010.
4. K.N. KRISHNASWAMY, APA IYER, SIVA KUMAR, M. MATHIRAJAN, "Management Research Methodology", Pearson Education, 2010.
5. RANJIT KUMAR; "Research Methodology: A Step by Step Guide for Beginners; 2/e; Pearson Education, 2010.
6. SURESH C. SINHA, ANIL K. DHIMAN, ESS ESS, 2006 "Research Methodology"

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