

**DEPARTMENT OF INTERNATIONAL BUSINESS
SCHOOL OF MANAGEMENT**

**Ph.D. Programme in
International business**



**COURSE STRUCTURE, SYLLABUS
AND REGULATIONS**

DEPARTMENT OF INTERNATIONAL BUSINESS SCHOOL OF MANAGEMENT

The Department of International Business was established during the Academic Year 2006-07 to offer a specialized MBA program in International Business under the roof of the School of Management. Initially for two years, the Department was offering MBA Programme in International Business as a self financing programme. The Department was recognized for full funding and faculty positions by the UGC during the XI Plan period from 2009-10. The Academic Council of the University approved the proposal of the Department of International Business to launch the Ph.D. Programme in International Business from the academic year 2009-10. The Department is now offering Ph.D. (Full Time, Part-Time (External & Internal) programme.

Eligibility for Admission into Ph.D. Programme :

The following shall be eligibility criteria for admission into Ph.D. Programme in International Business;

MBA (International Business), MBA (Marketing, Finance, HR, Tourism,, Systems), MIBA, M.Com, Master's Degree in Foreign Trade, Economics and other relevant disciplines with a minimum of 55% of marks.

Admission Procedure:

Admission to Ph.D. Programme (Full Time, Part-Time (External & Internal) is done through an All India Entrance Test to be conducted by Pondicherry University followed by an interview to test the research aptitude of the aspiring candidates. Generally, Ph.D. admission is done along with regular PG Programmes i.e., during the months of July – August every year.

Course Structure:

Candidates admitted to Ph.D. Programme in International Business shall undergo the following courses during the period of their research:

- I. **Bridge Courses for Non-MBA candidates** (3 subjects): This will be decided by the respective Doctoral Committee for the candidate.
- II. **Pre-Ph.D. Course Work:** Every Non-M.Phil. research scholar shall have **to** undergo the following two courses and shall take up a 3 hour written examination at the end of the first year of admission into Ph.D. programme:

1. Research Methodology and Statistical Techniques
2. Research Area Paper (Specialisation Paper)

III. Ph.D. Thesis Submission: At the end of the prescribed research period, each research scholar shall have to submit a thesis of his research work after duly approved by the respective Doctoral Committee.

IV. Public Viva-Voce Examination: After submission of Ph.D. thesis and after receipt of satisfactory reports of the thesis from all the Examiners, every Ph.D. Scholar shall have defend his/ her research work in a public Viva-Voce Examination conducted by the University.

Faculty and Eligible Guide:

Dr. K. Mohan,* MBA, M.Phil., Ph.D., M.Com., PGDLL, Professor & Head	Strategic Financial Management Corporate Finance International Finance Cost & Management Accounting
Dr. P. Sridharan, * M.Com., M.Phil., Ph.D. Reader	International Banking Financial Management Management Accounting
Dr. Bushan D. Sudhakar, * MIM, Ph.D., AA (IIM-A) <i>Reader</i>	International Marketing Global Consumer Behaviour International Marketing Research & Adv.
Dr. Y. Srinivasulu, * MBA, M.Phil, Ph.D Reader	Marketing Management Services Marketing, Brand Management, Industrial Marketing
Dr. M. Banumathi, * MA, MBA, Ph.D. Reader	Strategic Management, Green Marketing International Trade International Economics
Dr. Rajeesh Viswanath, MA, MBA, Ph.D Assistant Professor	Organisational Behaviour Performance Management Systems Cross Cultural Management Human Resource Management
Dr. S. Thiyagarajan M.Com, M.A., MBA, M.Phil, Ph.D. Assistant Professor	Quantitative Techniques Operations Research Research Methodology Accounting
Dr. P.G. Arul, M.Com, M.Phil, (MBA), Ph.D. Assistant Professor	International Trade & Logistics International Advertisement & Research Human Resource Management Foreign Direct Investment

Star mark (*) indicates the eligible guides recognized by Pondicherry University

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