

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



OPJU

O P JINDAL UNIVERSITY

School of Management

Scheme & Syllabus

of

Doctor of Philosophy

[PhD]

(Three Years Full Time Programme)

Program Code - 02PhD01

Programme Structure – 2022 & Onwards

PROGRAM OUTCOMES (PO) - Management Doctoral Program

- 1. Advance Knowledge:** Attain in-depth knowledge in specialized disciplines with applications of advanced concepts of management to solve real-life problems.
- 2. Research:** Acquire research skills to identify and analyze problems, formulate hypothesis, evaluate and validate results using appropriate tools, draw logical conclusions and ability to communicate the findings in appropriate manner.
- 3. Effective Communication:** Proficient in oral and written communication skill to comprehend and write effective reports, design documents, make effective presentations, and give and receive clear instructions.
- 4. Professional Ethics:** Acquire the knowledge of ethics and values to inculcate fair practices throughout their professional life.
- 5. Project Management:** Develop and apply knowledge of management in project management and finance principles, in a multidisciplinary setting, to carry out meaningful research and project work.
- 6. Service and Leadership:** Demonstrate, through service and integrity, the value of their discipline to the academy and community at large; build and sustain productive relationships by resolving problems and issues through interaction with people from diverse backgrounds as both leaders/mentors and team members.
- 7. Lifelong Learning:** Ability to seek new knowledge and skills and inculcate the habit of self-learning throughout life and adapting to contemporary demands of work place.
- 8. Innovation and Entrepreneurship:** Ability to apply innovative, analytical & critical thinking skills in solving real time business problems.

PROGRAM SPECIFIC OUTCOMES (PSO) – Management Doctoral Program

- 1. PSO -1** - Ability to identify, analyze the real life problems through research for providing most innovative solutions.
- 2. PSO -2** - Ability to think critically for adapting the dynamic business environment through creative thinking and problem solving skills
- 3. PSO -3** - Induct management skills to apply in the research domain for generating effective results.
- 4. PSO -4** - Ability to develop and communicate their research work independently.

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S. No	Subject Code	Course Title	Credit				Examination Scheme				Total Marks (100) Min (55)
			L	T	P	C	Theory		Seminars		
							PRE(50) MIN(25)	ESE(50) MIN(25)	PRE(50) MIN(25)	ESE(50) MIN(25)	
1	PHD MGMT 01	Research Methodology	3	0	0	3	50	50			100
2	PHD MGMT 02	Research & Publication Ethics	1	0	1	2	50	50			100
3	PHD MGMT 03	Qualitative Techniques in Research	3	0	0	3	50	50			100
4	PHD MGMT 04	Management Paper (Specialization)	3	0	0	3	50	50			100
A.	PhD MGMT 41	Contemporary issues in Marketing Management	-	-			-	-	-	-	-
B.	PhD MGMT 42	Emerging issues in Human Resource Management	-	-			-	-	-	-	-
C.	PhD MGMT 43	Recent Trends in Financial Management	-	-			-	-	-	-	-
D.	PhD MGMT 44	Emerging Trends in Operations Management	-	-			-	-	-	-	-
C.	PhD MGMT 45	Emerging issues & Trends in Management	-	-			-	-	-	-	-
5	PHD MGMT 05	Seminar & Report Writing	0	0	6	3			50	50	100
		Total	10	0	7	14	200	200	50	50	500

Program:	PhD	Year:	I
Name of the Course:	Research Methodology	Course Code:	PhD MGMT 01
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Objective: It aims to make scholars understand the concepts research and execute research in an efficient manner.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand concept of research its types & auxiliaries, research ethics, thesis & report pattern.
CO2	Analyze the various types of data & interpret to make a decision.
CO3	Evaluate the hypothesis & research questions for research work.
CO4	Describe the basic function and working statistical tools & soft wares used in research.

Unit-I: Introduction to Research

Introduction to Business Research: The Nature of Research; identifying the underlying conceptual elements of the research issue; Theoretical Approaches to Research. Planning and Designing A Research Study: Choosing A Research Topic, Review of Literature, Types of Reviews, Sources of Research Literature, Writing of Review.

Unit-II: Problem Formulation & Research Design

Problem Definition, Hypothesis Formulation, Objectivity in Research. Research Design: Different type of Research design; Rationale behind choosing an appropriate Research Design for different types of Research Study.

Unit-III: Sampling Design& Measurement Techniques

Sampling Design: Probability and Non- Probability sampling, Sampling and Non-Sampling errors. Measurement: Concept of measurement, Problems in measurement in research, Validity and Reliability, Types of Scales.

Unit-IV: Data Collection

Data Collection: Types and methods of data collection. Questionnaire: Nature, Importance and Uses; Issues Involved in Designing of Questionnaire, Web-Based Questionnaires; Testing Validity and Reliability of Questionnaires. Data Preparation.

Unit-V: Data Analysis & Report Preparation

Data Analysis: Descriptive Statistics, Inferential Statistics. Applications of SPSS & MS Excel in Data Analysis. Data Interpretation: Techniques of Interpretation; Report Writing: Key Elements in Report Writing, Generic layout of a Research Report.

Text Books:

1. Cooper and Schindler: Business Research Methods, TMH
2. Zikmund William: Business Research Methodology, Thomson

Reference Books:

1. Panner Selvam R: Research Methodology, PHI
2. C.R. Kothari: Research Methodology, New Age International Publishers

CO-PO & PSO Correlation

Course Name: Research Methodology												
Course Outcomes	Program Outcomes								PSOs			
COs	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2	2			2		3	2		2
CO2:	2	3					3	2	3	3	2	
CO3:		2					2	2	2		3	2
CO4:	2	3	2				2	2	3	3	3	2

Note: 1: Low, 2: Moderate, and 3: High.

Program:	PhD	Year:	I
Name of the Course:	Research & Publication Ethics	Course Code:	PhD MGMT 02
Credits:	2	No of Hours:	30
Max Marks:	100		

Course Objective: This course focuses on the basics of the philosophy of science and ethics, research integrity and publication ethics. Sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open-access publications, research metrics (citations, h-index, impact factor, etc.) and plagiarism tools are introduced in this course.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the philosophy of science and ethics, research integrity and publication ethics.
CO2	Understand indexing and citation databases, open access publications, and research metrics (citations, h-index, Impact Factor, etc.).
CO3	Understand the usage of plagiarism tools.
CO4	Identify research misconduct and predatory publications.

Syllabus:

Unit-I: Philosophy & Ethics

Introduction to philosophy: definition, nature and scope, concept, branches - Ethics: definition, moral philosophy, nature of moral judgments and reactions.

Unit-II: Scientific Conduct

Ethics with respect to science and research - Intellectual honesty and research integrity - Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) - Redundant Publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data.

Unit-III: Publication Ethics

Publication ethics: definition, introduction and importance - Best practices/standards setting initiatives and guidelines: COPE, WAME, etc. - Conflicts of interest - Publication misconduct:

definition, concept, problems that lead to unethical behavior and vice versa, types - Violation of publication ethics, authorship and contributor ship - Identification of publication misconduct, complaints and appeals - Predatory publisher and journals.

Unit-IV: Open Access Publishing

Open access publications and initiatives - SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies - A software tool to identify predatory publications developed by SPPU - Journal finger/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, etc.

Unit-V: Publication Misconduct

a) Subject-specific ethical issues, FFP, authorship. b) Conflicts of interest. c) 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-VI: Databases and Research Metrics

Databases: Indexing databases, Citation databases: Web of Science, Scopus, etc. Research Metrics: Impact Factor of the journal as per Journal Citations Report, SNIP, SJR, IPP, Cite Score - Metrics: h-index, g index, i10 Index, altmetrics.

CO-PO & PSO Correlation

Course Name: Research & Publication Ethics												
Course Outcomes	Program Outcomes								PSOs			
COs	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2	3			3		3			2
CO2:	3	3	2	3			3		3	2		
CO3:	3	2		3			3		2	3		
CO4:	3	3		3			3		2			3

Note: 1: Low, 2: Moderate, and 3: High.

Program:	PhD	Year:	I
Name of the Course:	Qualitative Techniques in Research	Course Code:	PhD MGMT 03
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Objective: This course will introduce participants to the characteristics and various approaches to designing and conducting qualitative. Students will gain hands-on experience in various qualitative methods and analysis techniques while carrying out a research project related to their area of interest.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Develop an understanding of qualitative research and its relevance to the field of psychology.
CO2	Engage in analytical writing that reflects an awareness of the historical philosophical, and conceptual foundations of qualitative research.
CO3	To understand the available techniques for qualitative data analysis;
CO4	Cultivate an awareness of the uses of and distinctions between various forms of qualitative inquiry.
CO5	Create and propose a qualitative research project.

Syllabus:

Unit I: Introduction to Qualitative Research

Understanding the characteristics, language and contributions of qualitative research;
Distinctions between qualitative and quantitative research approaches and methods;
Philosophy of Qualitative Research.

Unit II: Types of Qualitative Research

Case Study, grounded theory, ethnography, action research, phenomenological research, and narrative research

Unit III: Qualitative Data Collection Methods

Designing research questions; Sampling; Designing interview questions & interviewing, focus group discussions, field observation and other methods; Fieldnotes; Transcription

Unit IV: Qualitative Data Analysis

Coding; Building analysis/theory; Intercoder reliability; Software tools

Unit V: Mixed Methods Research Design

Combining qualitative and quantitative methods; Types of mixed method designs

Text Books:

1. Denzin, N.K. and Lincoln, Y.S. eds., 2011. The SAGE handbook of qualitative research. Sage
2. Morse, J.M. and Field, P.A., 1995. Qualitative research methods for health professionals
3. Creswell, J. (2012). Qualitative inquiry and research design: Choosing among five approaches (3rd ed.). Thousand Oaks, CA: Sage

Reference Books:

1. Lee, T. W. 1999. Using Qualitative Methods in Organization Research. London: Sage.
2. Marshall, C. & Rossman, G. B. 2006. Designing qualitative research (4th ed.) Thousand Oaks, CA: Sage.

CO-PO&PSO Correlation

Course Name: Qualitative Techniques in Research												
Course Outcomes	Program Outcomes								PSOs			
Cos	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2	2			1	1	3	2		2
CO2:	1	3				3		2	3	3	2	
CO3:		2			1		2	2	2		3	2
CO4:	2	3	1	1			2	2	3	3	3	2
CO5		3					4	3		3		2

Note: 1: Low, 2: Moderate, and 3: High.

Program:	PhD	Year:	I
Name of the Course:	Contemporary issues in Marketing Management	Course Code:	PhD MGMT 41
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Description: This course aims to provide a holistic perspective to understand the various areas of the marketing. The doctoral research perspective can integrate with functional elementary areas such as services, products management, brand management and advertising. The course intends to develop in-depth understanding of marketing concepts and theories.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understanding of the concept of marketing management and to understand its relevance in different sectors. .
CO2	Understand and evaluate the marketing Insights
CO3	Analyze the strategic issues in marketing and take correct marketing decisions.
CO4	Integrate the knowledge of marketing concepts and evaluate the emerging trends in marketing.

Syllabus:

Unit I: Introduction to marketing:

Core concepts of Marketing; Marketing Vs Selling; Marketing Orientations; Marketing Mix, Marketing Environment; Buyer Behavior; Consumer Buying decision Process; Consumer value and satisfaction.

Unit II: Market Segmentation, product and pricing decisions:

Segmentation, Targeting and Positioning strategies; The product, New Product Development, Product Life Cycle, Product Mix decisions, Branding, Packaging and Labeling. Factors influencing Price, Pricing Strategies.

Unit III: Distribution Decisions

Channel alternatives; Choice of Channel; Channel Management, Channel Dynamics, Managing promotion Mix; Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication.

Unit IV: Service Marketing:

Concepts, Characteristics and Classification. Marketing Mix for Services. Problems in marketing of Services. Marketing Strategies for Service Firms. A brief study of Specific Services.: Tourism, Hospitality, Banking and Insurance Services. Customer Evaluation of Service Quality: Gaps Model for improving the Quality of Service, Service Recovery.

UNIT V: Emerging Issues in Marketing:

Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, online Marketing, Marketing Issues and Relevance in 21st century business Enterprises Competing through E-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy.

Text Book:

1. Philip Kotler & Gary Armstrong, Prafulla Y Agnihotri – Principle of Marketing- South Asian Perspective 13/e, Pearson, New Delhi.

Reference Books:

1. V.S. Ramaswamy and S. Namakumari - Marketing Management Global perspective Indian Context, 4th Edition, Mac Millan, New Delhi
2. Etzel, walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi
3. K.Karunakaran: Marketing Management ,Text and cases,Himalaya

CO-PO & PSO Correlation

Course Name: Contemporary issues in Marketing Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2	2		1	2	2	2	2	3	2	
CO2:		3		3	2	1		3	3		3	
CO3:	3	2				2	2			2	3	2
CO4:	2		3	1	1	2	3	3	2	3		2

Note:1: Low, 2: Moderate, and 3: High.

Program:	PhD	Year:	I
Name of the Course:	Emerging issues in Human Resource Management	Course Code:	PhD MGMT 42
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Objective: The course facilitates an insight into the holistic view to the research areas of human resource management & effective management of employees that will guide the students through the principles and practices of HRM and the core models of best practices.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understanding of the concept of human resource management and to understand its relevance in organizations.
CO2	Describing competent to recruit, train, and develop the employees.
CO3	Analyze the strategic issues and take correct business decisions.
CO4	Integrate the knowledge of HR concepts and evaluate the new trends in HRM.

Syllabus:

Unit-I:

Introduction to HRM: Concept, Objectives, Scope, Functions of HRM; Human Resource Planning; Job Analysis; Recruitment and Selection; Training and Development; Compensation & Performance Management, Industrial Relations.

Unit-II:

International Human Resource Management: Concept Difference between International HRM and Domestic HRM; Different approaches of International HRM; Different function in International HRM.

Unit-III:

Strategic Human Resource Management: Concept, Process, Difference between Strategic HRM and Traditional HRM; Models of SHRM; Factors Influencing HR Strategies; Changing environment of HRM; Role of HR in Changing Environment; Approaches to SHRM; Translating Strategy into HR Policy and Practice.

Unit-IV:

Research in HRM: Critical Issues in HRM, Research Methods in HRM, Designing topics of research in HRM

Text Books:

1. Indranail Mutsuddi – Essentials of Human Resource Management
2. V. S. P. Rao - Human Resource Management
3. R. Wayne Mondy - Human Resource Management
4. Robert M.Noel and Dale Yoder - Personnel Management

Reference Books:

1. Gary Dessler - Human Resource Management
2. Sadri, S.; Jayashree, S and Ajgaonkar – Geometry of HR
3. Bohlander, George; Snell Scott and Sherman, Arthur- Managing Human Resources

CO-PO & PSO Correlation

Course Name: Emerging issues in Human Resource Management												
Course Outcomes	Program Outcomes								PSOs			
COs	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2		1	2	2	2	2	3		
CO2:		2	2	3	1	1		2		2	3	
CO3:	2	3		2		3	2		3	2	3	2
CO4:	2		3	1	1	2	3	3	2	3		2

Note:1: Low, 2: Moderate, and 3: High.

Programme:	PhD	Year:	I
Name of the Course:	Recent Trends in Financial Management	Course Code:	PHD MGMT 43
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Objective: This course aims to provide an advance and technical method to analyze financial management theories. In addition, it helps to extend knowledge about an important topic through research, and to provide training to the PhD student to develop competencies needed to be an effective researcher.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understanding the financial management concepts with relationship of finance to economics and accounting.
CO2	Apply capital budgeting projects using various techniques of Capital Budgeting.
CO3	Analyzing the capital structure and financial ratios to interpret the fundamental strength of any company and suggest measures to strengthen the financial position.
CO4	Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CO5	Understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

Syllabus:

Unit-I: Overview of Financial Management

Introduction to financial management, Meaning, Evolution, Scope of Financial Management, Goals of financial management, The fundamental principal of Finance, Relationship of Finance to Economics and Accounting. Emerging role of the Financial Manager in India.

Unit-II: Capital Budgeting

Techniques of Capital Budgeting: Capital Budgeting Process, Project Classification, Investment Criteria, Net Present Value, Benefit Cost Ratio, Internal Rate of Return, Payback period, Accounting Rate of Return, Investment Appraisal in Practice.

Cost of Capital: Significance of Cost of Capital, factor effecting the Cost of Capital, Cost of debt and Preference Shares, Equity Capital, and Retained Earnings; Combined (Weighted) Cost of Capital.

Unit-III: Capital Structure Decisions

Capital Structure: Assumption and definitions, Net Income Approach, Net Operating Income Approach, PIBT-EPS Analysis, ROI-ROE Analysis, Leverage Analysis, Ratio Analysis, Comparative Analysis.

Dividend Policies: Issues in Dividend Policies; Walter's Model; Gordon' Model; M.M. Hypothesis, Forms of Dividends and Stability in Dividends, Determinants.

Unit- IV: Working Capital Management

Working Capital Policy: Working capital concepts, Determination of Working Capital, Factor influencing working capital requirement, Characteristics of Current Assets, Current assets financing policy, Cash requirement for working capital

Cash and liquidity Management: Cash budgeting, Cashflow Analysis, Long-term cash forecasting, Cash collection and disbursement, Cash Management Models.

Unit-V: Indian financial system

Introducing various components of the Indian financial system: financial markets, financial institutions, and financial services. Classification of the Indian financial market, characteristics and functions of the financial market. Introducing the money market and capital market.

Text Books:

1. Reddy, G.S. Financial Management — Principles and Practice, HPH, Mumbai
2. Brealey & Myers, Principles of Corporate Finance, McGraw Hill.
3. Agarwal, O.P., International Financial Management, HPH, Mumbai
4. Weston & Brigham, Managerial Finance, Holt Rinehart.
5. Singh, Narendra Advanced Financial Management, HPH, Mumbai

Reference Books:

1. Prasanna Chandra, Financial Management, McGraw Hill Education (India).
2. Schall & Haley, Financial Management, McGraw Hill.
3. I.M. Pandey, Financial Management, Vikas.
4. Stephen Archer, Financial Management, John Wiley.
5. Babatosh Banerjee, Financial Policy and Management Accounting, The World Press.

CO-PO & PSO Correlation

Course Name: Recent Trends in Financial Management												
Course Outcomes	Program Outcomes								PSOs			
Cos	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2			3		3	2		2	3
CO2:		2			3		2			3		
CO3:	2	2					2			3		
CO4:	2	2					2			3		
CO5:	3	3	2						2			2

Note: 1: Low, 2: Moderate, and 3: High.

Program:	PhD	Year:	I
Name of the Course:	Emerging Trends in Operations Management	Course Code:	PhD MGMT 44
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Description: This course aims to provide a holistic view to the research areas of operations management. The doctoral research perspective can integrate with functional elementary areas like design of product, process, service, system and overall an organization. It also includes the quality focus in a project-based approach to the supply chain of a product or service business operations. The course intends to develop an international exposure to operations with emerging concepts to integrate the resources to the people and process with a purpose.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcomes
CO1	Understand the operations management concepts to formulate strategies to gain competitiveness in project and production.
CO2	Identify and analyze strategic capacity management.
CO3	Apply the best practices to reengineer the business operations from a constrained performance level to a high performing state.
CO4	Develop a framework for significantly high-performance supply chain, considering the intermediaries in a scheduled, simulated, and evaluated manner.

Syllabus:

Unit-I:

Introduction to Operations Management, Production Planning and Control, Operations and Supply Strategy, Linear Programming using Excel Solver, Project Management, Product and Service Design.

Unit-II:

Processes Strategic Capacity Management, Learning Curves, Process Analysis, Job Design and Work Measurement, Manufacturing Processes, Facility Layout, Service Processes, Waiting Line Analysis, Six-Sigma Quality, Process Capability and Statistical Process Control.

Unit-III:

Supply Chain Design Supply Chain Strategy, Logistics and Facilities Location, Lean Manufacturing, Operations Consulting and Reengineering, Scheduling and Sequencing, Simulation, Constraint management.

Unit-IV:

Planning and Controlling the Supply Chain Enterprise Resource Planning Systems, Demand Management and Forecasting, Aggregate Sales and Operations Planning, Inventory Control, Materials Requirement Planning.

Text Books:

1. Operations & Supply Strategy by Chase, Shankar, Jacobs and Aquilano, 12th Edition, McGraw Hill.
2. Chopra S. (2010). Supply Chain Management, 4th ed. India: Pearson Education. Inc.

Reference Book:

1. Operations Management by William J Stevenson, 12th Edition, McGraw Hill.

CO-PO & PSO Correlation

Course Name: Emerging Trends in Operations Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1				2	2			2	2	2		2
CO2	2	2			3	3		2		3	3	
CO3	2	2			2	2		2		2	2	2
CO4	2		2	2	3	2		2	3	2		2

Note:1: Low, 2: Moderate, and 3: High.

Programme:	Ph.D	Year:	I
Name of the Course:	Emerging issues & Trends in Management	Course Code:	PhD MGMT 45
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Description: This Course develops an understanding of the individual in relation to general management and exposes the scholars to the realm of management concepts and, how it has to be applied in practical situations.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Discuss various concepts of management.
CO2	Discuss the applications of economics for managers.
CO3	Describe the importance and implications of effective business communication.
CO4	Application of the concepts of strategic management.
CO5	Application of the concepts of business analytics.

Syllabus

Unit - I: Fundamentals of Management

Principles and functions of management; Process and barriers of planning, MBO, Process of decision making, Principles of organising; Organization structure; Responsibility and authority; span of control; Techniques directing and supervision, theories of motivation, theories of leadership, Process of controlling.

Unit - II: Economics for Managers

Demand analysis for decision making; Law of demand; Laws of return to scale; cost concept; short run and long run cost functions; Price and out put under different markets; macro-economic policy and its managerial implications; Business cycle; consequences and measures to solve problems of business cycle.

Unit - III: Business Communications

Importance of communication for managers; barriers & gateway in communication; Principles of effective writing; Writing reports; Writing Proposals; Business and team presentation; Group discussion; Ethics in business communication; Role of social media in communication.

Unit - IV: Strategic Management

Introduction to Strategic Management; Process of strategic management; Hierarchy of Strategic Intent; Environmental Scanning techniques; Corporate Level Strategies, Business Level Strategies, Functional strategies; Strategic evaluation; strategic control.

Text Books:

1. Management, Robbins, Coulter & Vohra, Pearson.
2. Peterson, Jain - Managerial Economics- Pearson
3. Jeff Butterfield, Soft Skills for Everyone, CENAGE LEARNING, Delhi, 2014
4. T. Wheelen and K. Rangarajan, |Concepts in Strategic Management and Business Policy|, Pearson.
5. Multivariate Data Analysis, by Joseph F. Hair Jr, William C. Black, Barry J, Babin, Rolph E., and Anderson Pearson

Reference Books:

1. Principles and Practices of Management. L M Prasad, Sultan Chand & Sons
2. R. Froyen- Macro Economics, Pearson

CO-PO & PSO Correlation

Course Name: Emerging issues & Trends in Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2		1	2	2		3	3		3
CO2:	2			1	3	1		2	3	3	2	
CO3:		1	1				3				2	3
CO4:		2		1	2	3		1		3		
CO5	2		1	2		3	2	2	2	2		3

Note: 1: Low, 2: Moderate, and 3: High.

Programme:	PhD	Year:	I
Name of the Course:	Seminar Presentation	Course Code:	PHD MGMT 05
Credits:	3	No of Hours:	45
Max Marks:	100		

Course Description: This course aims to expose the students the process of research writings and presentation. The objective is to make the students self-reliant in conducting, writing, and presenting research work.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the process of review and analysis of literature.
CO2	Apply the research methods in the respective area research.
CO3	Able to write research report.
CO4	Able to publish the research work in the appropriate format.

Syllabus:

A Research Project work needs to be carried out and needs to be reported, presented and defended before a panel. As this will be a kind of small piece of research work need to follow the format circulated by the school/department of the university. The aim is to provide you with an opportunity to further develop your intellect in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree. It can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information/data, leading to production of a structured report.

CO-PO & PSO Correlation

Course Name: Seminar Presentation												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2						3		
CO2:		2				1			3			3
CO3:					3	2	2				2	
CO4:			3	1				2		3		2

Note:1: Low, 2: Moderate, and 3: High.