

ABHILASHI UNIVERSITY
CURRICULUM FOR Ph.D. MANAGEMENT (HR/FINANCE/MARKETING)
SEMESTER SYSTEM
SCHEME OF EXAMINATION

FIRST SEMESTER

Sr No.	Course No.	Course Code	Title	Periods/ Week	Maximum Marks			Credits
					External Exam	Internal Exam	Total Marks	
1	I	AUPHDMGT-01	Research Methodology	4	60	40	100	4
2	II	AUPHDMGT-02	Management Thought and Theory	4	60	40	100	4
Opt any one of the following courses								
3	III	AUPHDMGT-03	Contemporary Issues in HRM	4	60	40	100	4
4	IV	AUPHDMGT-03	Contemporary Issues in Finance	4	60	40	100	4
5	V	AUPHDMGT-03	Contemporary Issues in Marketing	4	60	40	100	4
6	VI	AUPHDMGT-04	Research and publication Ethics	4	60	40	100	4

SECOND SEMESTER

Sr No.	Course No.	Course Code	Title	Periods/ Week	Maximum Marks			Credits	Remarks
					External Exam	Internal Exam	Total Marks		
6	VI	AUPHDMGT-04	Thesis (Seminar)	2	-	-	-	-	Completed
7	VII	AUPHDMGT-05	Thesis Work	32	-	-	-	-	Completed

THIRD SEMESTER

Sr No.	Course No.	Course Code	Title	Periods/ Week	Maximum Marks			Credits	Remarks
					External Exam	Internal Exam	Total Marks		
6	VI	AUPHDMGT-04	Thesis (Seminar)	2	-	-	-	-	Completed

7	VII	AUPHDMGT-05	Thesis Work	32	-	-	-	-	Completed
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FOURTH SEMESTER

Sr No.	Course No.	Course Code	Title	Periods /Week	Maximum Marks			Credits	Remarks
					External Exam	Internal Exam	Total Marks		
6	VI	AUPHDMGT-04	Thesis (Seminar)	2	-	-	-	-	Completed
7	VII	AUPHDMGT-05	Thesis Work	32	-	-	-	-	Completed

FIFTH SEMESTER

Sr No.	Course No.	Course Code	Title	Periods /Week	Maximum Marks			Credits	Remarks
					External Exam	Internal Exam	Total Marks		
6	VI	AUPHDMGT-04	Thesis (Seminar)	2	-	-	-	-	Completed
7	VII	AUPHDMGT-05	Thesis Work	32	-	-	-	-	Completed

SIXTH SEMESTER

Sr No.	Course No.	Course Code	Title	Periods /Week	Maximum Marks			Credits	Remarks
					External Exam	Internal Exam	Total Marks		
6	VI	AUPHDMGT-04	Seminar	2	25	25	50	2	To be Completed
7	VII	AUPHDMGT-05	Thesis	32	200	50	250	16	To be Completed

INSTRUCTIONS

1. Instruction for paper setters: The questions are to be fairly distributed within the syllabus for maximum marks of 60. The question paper shall comprise five sections A, B, C, D and E. Section A, B, C and D shall contain two questions carrying 12 marks each. These questions shall be selected from the respective units of the syllabus. Section E shall contain four small compulsory questions selected from the entire syllabus carrying 3 marks each.

2. Candidates: The candidates are required to answer one question from every section (A, B, C and D) carrying 12 marks each and all four questions which are compulsory from Section E carrying 3 marks each.

Subject	Research Methodology	
Subject code	AUPHDMGT-01	
Credits	04	
Examination	Theory	
	External	Internal Assessment
Maximum Marks	60	40

RESEARCH METHODOLOGY

Unit-1

Introduction to Research Methodology: Meaning, objectives, Types of Research studies, Research method versus Research Methodology, Scientific Research, Model of scientific research, Significance of Research, Research Process, Research Proposal.

Unit-II

Defining Research Problem: Research Problem, Formulation of Hypothesis. Literature review, Research Design.

Unit-III

Methods and Techniques of Data collection: collection of primary data, collection of secondary data, Questionnaire, pre- testing of questionnaire, Interview method, observation method, Pilot survey, sampling and sampling distribution, Measurement and scaling Techniques.

Unit-IV

Data Presentation and Analysis: Univariate analysis (frequency tables, bar charts, pie charts, Percentages), Bivariate analysis – correlation techniques, simple regression, Cross tabulations and Chi-square test including testing hypothesis of association. **Parametric Test:** z-Test, T-Test, F-Test and ANOVA. **Non-Parametric Tests:** Chi-Square Test, Mann Whitney Test, Discriminate Analysis, Factor Analysis and Cluster Analysis.

Unit-V

Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like SPSS/SAS/ Jamovi /Mendeley, Software for paper formatting like MS EXCEL/MS Office, Software for detection of Plagiarism.

Recommended Books: -

1. Zikmund William, "Business Research Methodology," Thomson.
2. PannerSelvam R, "Research Methodology," PHI
3. Copper &Schinder, "Business Research Methodology," THM.
4. Murthy S. N &Bhojanna. U, "Business Research Methodology," Excel Books.
5. Bhattacharya Deepak Kumar, "Research Methodology," Excel Books.

6. Kothari CR, "Research Methodology," VishwasPrakshan.

Subject	Management Thought and Theory	
Subject code	AUPHDMGT-02	
Credits	04	
Examination	Theory	
	External	Internal Assessment
Maximum Marks	60	40

MANAGEMENT THOUGHT AND THEORY

UNIT I

Early Writing in Management, Classical theories: Scientific Management, Administrative management, Bureaucratic Management.

UNIT II

Neo - Classical Theories: Behavioural Approach, Management Science Approach, System theory and Contingency Approach

UNIT III

MBO and TQM, Creativity and Innovation in Management, Change Management, Organizational Transformation, Technology Management, Knowledge management and Learning Organizations.

UNIT IV

Contemporary Management Viewpoints, MacKenzie's 7s Framework, 21st Century Approaches to Management - Theory Z Approach. Michael Porter's Industry and Competitive Analysis. Contribution of C K Prahalad, Hamel, Peter Ducker, Henry Mintzberg and Harvard Simon.

Recommended Books: -

1. Dr. R N Singh, "Management Thought and Thinkers", Sultan Chand & Sons, New-Delhi.
2. Dr. Prabhudutta Sharma, "management Thought & Thinkers", Vishwabharti, Publication, New-Delhi.
3. N K Sharma & Kapil Sharma, "Recent Management Theory", RBSA Publishers, SMS Highway, Jaipur
4. Navin Mathur, "Management Thought", National Publishing House, Choura Rasta, Jaipur-302003.

5. Edward De Bono, “Lateral Thinking for Management”, McGraw-hill, Book Company, UK.

CONTEMPORARY ISSUES IN HRM

Subject	Contemporary Issues in HRM	
Subject code	AUPHDMGT-03	
Credits	04	
Examination	Theory	
	External	Internal Assessment
Maximum Marks	60	40

UNIT-I

An overview of Human Resource Management: Framework of HRM in the present day corporate sector; environmental scanning, HRM in the Global Context. Challenges of HRM. Strategic HRM.

Manpower Search: Employee Acquisition Strategies and Selection Process in Corporate Sector,
Career & Competence Development: Training and Retraining, Measuring Training Effectiveness. Job Involvement, Employee Engagement. Performance Appraisal and Potential Evaluation, Employee Empowerment, Compensation, Incentives and Fringe benefits.

UNIT-II

Retention Strategies: Counseling & Mentoring, Managing Separations and Rightsizing.

Organizational Change & Development: Measurement and Coping strategies for frustration, Stress & Burn out. Quality of Work Life, Work Life Balance, Motivation, Leadership Styles, Job Satisfaction, Organization Culture, Organizational Effectiveness

UNIT-III

Industrial Relations: Causes of Industrial Unrest and Remedial Measures, Industrial disputes in India, Trade Unionism in India. Social Security, Health & Welfare Measure in India.

UNIT-IV

Ethical Issues in Human Resource Management: Need and Implications of Ethics for Human Resource Management, Corporate Social Responsibility. Indian Ethos, Values, Human Values in HRM.

HRD: HRD Practices, HRD Audit, HRD Culture & Climate, Strategic HR

International Human Resource Management: Dynamics of HRM in Multinational Corporations, Cross Cultural HRM. Human Relations Challenges of the Future.

Recommended Books: -

1. Pareek U; Understanding Organizational Behaviour, Oxford University Press.

2. Garry Dessler, Human Resource Management, Prentice-Hall India Pvt. Ltd., New Delhi, 10th Edition.
3. Edwin B. Flippo, Personnel Management, McGraw-Hill Book Company, 6th Edition.
4. Raymond Noe, Wright, Gerhart & Hollenbeck, Human Resource Management - Gaining A Competitive Advantage, Tata McGraw - Hill Publishing Company Ltd., New Delhi, 5th Edition.
5. Regis Richard; Strategic HRM & Development, Excel Books, New Delhi.
6. Kaushal SL; Business Ethics, Deep & Deep Publications, New Delhi.
7. Sen Ratna; Industrial Relations in India, Mac Millan, New Delhi.
8. Werener J M & Desimone RL: Human Resource Development, Cenage Learning India Pvt. Ltd., New Delhi.

CONTEMPORARY ISSUES IN FINANCE

Subject	Contemporary Issues in Finance	
Subject code	AUPHDMGT-03	
Credits	04	
Examination	Theory	
	External	Internal Assessment
Maximum Marks	60	40

UNIT – I

Financial Management and Policy, Financial Strategy: Concept, Objectives and components of Strategic planning process. Linkage between corporate strategy and financial strategy; Implications of capital budgeting, capital structure and dividend policy on corporate strategy; Shareholders value creation; Security Valuation Principals and Models.

UNIT-II

Stock Market and Regulation in India: Stock Exchanges in India: Listing of Scrips, On-Line Trading, Depositories, Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism, Inside trading, Circular trading, Price rigging. Regulation of Indian Capital Market, Stock Indices, Role of FIIS, MFs, and Investment Bankers in the Stock market.

UNIT-III

Issues in Corporate Restructuring: Restructuring Strategies, Divestiture, Contracting out, Outright sale, Disinvestment, leveraged buyout.

Mergers and Acquisitions: Motives, considerations in M&A decisions, Synergy Value, Due Diligence Process, Business Valuation Methods, Behavioral Finance, Conceptual and Research Issues,

UNIT-IV

Multinational Financial Management: Its organization, Opportunities and challenges of Multinational Corporations; Foreign Exchange Markets: Spot market, Forward market. Mechanism of foreign exchange management, Derivatives: forwards, futures, options, swaps.

Banking System in India: Organization, Structure, Emerging scenario of Banking in India, Entry of Private and foreign Banks. Financial Innovation and Opportunities for Banks: Universal Banking, Bancassurance, Factoring and Securitization. Risk Management in Banks, Micro Financing in India, Financial inclusion and role of Banks.

Recommended Books: -

1. KapilSheeba, "Financial Management" Pearson.
2. Jonathan Berk, Peter, "Financial Management" Pearson.

3. SharanVyuptakesh, "Fundamentals of Financial Management" Pearson.
4. James C Van harne, " Financial Management & Policy" Pearson
5. Bhalla VK & S Shiva ramu, "International Business Environment & Management"
Anmol publication.
6. Mike. W. Peng, "International Business" Cengoye Learning.
7. M. Y. Khan " Indian Financial System" Tata McGraw-HiLL Publishing Company Ltd.,
New Delhi

CONTEMPORARY ISSUES IN MARKETING

Subject	Contemporary Issues in Marketing	
Subject code	AUPHDMGT-03	
Credits	04	
Examination	Theory	
	External	Internal Assessment
Maximum Marks	60	40

UNIT I

Orientation of Modern Marketing and Analyzing Market Opportunities:Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment.

Role of Marketing in Corporate sector in Recent era: 4Ps & beyond, Marketing Challenges,Marketing information system and Marketing Research, Strategic Planning in Marketing Management.

UNIT II

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 - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery.

UNIT III

Supply Chain Management: Components of SCM, Physical Distribution System; DistributionChannels, Types & Functions, Selection, Cooperation and Conflict Management.

Retail Marketing: Retailing in India, Significance of retail industry, Marketing retail equations,new role of retailers, Indian retail scenario and its future prospects, Retail Formats and Theories, Concept of retail life cycle, Classification of retail stores, the role of franchising in retail. FDI in retail.

Understanding the Retail Consumers: The factors influencing retail shopper, Consumerdecision making process, changes in the Indian consumer.

UNIT IV

Emerging Issues in Marketing: Green Marketing, Holistic Marketing, Network Marketing,Event Marketing, Nucleus Marketing; Mergers and Acquisitions: Regulatory Framework, Marketing Issues and Relevance in 21st century business Enterprises

Competing through E-Marketing –Components of e-marketing, Impact of e-Marketing onmarketing Strategy.

Recommended Books: -

1. Kotler Philip & Armstrong, G., Principles of Marketing, Prentice-Hall of India, 2008.
2. SaxenaRajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., 3rd Edition.
3. Kotler Philip & Keller, Principles of Marketing, Prentice-Hall of India, 2007.
4. Kotler Philip, Marketing Management, Prentice-Hall of India, 2007.

Research and publication Ethics

Subject	Research and publication Ethics	
Subject code	AUPHDMGT-04	
credit	04	
Examination	Theory	
	External	Internal Assessment
Maximum marks	60	40

Unit-I

PHILOSOPHY AND ETHICS: Introduction to philosophy: Definition, nature and scope, concept, branches

Ethics: definition, moral philosophy, nature of moral judgments and reactions.

Unit-II

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

Unit-III

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 publishers and journals.

Unit-IV

Open access publications and initiatives: online resource to check publisher copyright & self-archiving Policies, Software tool to identify predatory publications ,finder / journal suggestion tools viz. Ugc care listed journal, sage, Scopus, ABDC, Peer reviewed journals , Proquest journals, Emerald Suggested, etc.

Unit-V

Databases and Research Metrics: Indexing databases, Citation databases, web of science, Scopus, Impact factor, h-Index, g- Index, i-10 index, Publons, Google Scholar.

Recommended Books: -

1. <https://shodhganga.inflibnet.ac.in/handle/10603/203204?mode=full>
2. <https://link.springer.com/>
3. <https://link.springer.com/books/a/1>
4. <https://www.emeraldgrouppublishing.com/our-services/authors/research-publishing-ethics>

Ph.D. (HRM/FINANCE/MARKETING)
AUPHDMGT-04
Credits=2

(Thesis Seminar for All Three Specializations)

Every candidate will have to deliver a seminar of one hour duration on the topic of dissertation which will be chosen by him/her in consultation with the teacher of the department. The seminar will be delivered before the students and teachers of the department. A three member committee (one coordinator and two teachers of the department of different branches) duly approved by the departmental council will be constituted to evaluate the seminar. The seminar will be evaluated as per the seminar assessment format given below.

Seminar Assessment Format

Sr No	Name of the Student	Class	Regd. No.	Topic	Topic Contents	Knowledge of the topic	Presentation	Answers to Questions	Average	Remarks

Signature of Assessing Authority

Ph.D. (HRM/FINANCE/MARKETING)
AUPHDMGT-05
Credits=6

THESIS FOR ALL THE THREE SPECIALISATIONS

Students individually will carry out a detailed study on a topic related to the courses undertaken by the student. The study must include research oriented work, its literature survey, methodology, data collection, data analysis, results, findings and conclusions and future directions. A detailed report is to be prepared under the guidance of a supervisor. The proposed work should be research and development oriented one and should be carried out with a view point of the needs of the economy. The thesis is to be evaluated by the external examiner from outside the university. He/She will submit the report on thesis either approved or disapproved or recommended for revision. If thesis is approved Viva-Voice will be conducted by the examiner. In case the thesis is disapproved it will be sent to another examiner for evaluation. If it is disapproved by the second examiner also, the candidature of the candidate stands cancelled. In case of revision recommended of the thesis the candidate will submit the revised form of dissertation for evaluation. The Viva-Voice will be conducted by a panel of examiners constituted by the Dean of the Faculty.