# Department of Commerce &Business Studies
## School of Management
## CUSB, Gaya, Bihar

### Ph.D Course Work Syllabus for the Award of Doctor of Philosophy in Commerce & Business studies

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**Course Title: Research Methodology**
**Course code: COM.901**
**Total Credit : 4**
**Total marks: 100**

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### Part- A (2 Credits)

**Unit 1: Research: A Conceptual Framework**
- Knowledge: Meaning and Source of Knowledge
- Research: Meaning and Significance of Research in present time, Types of Research, Scientific Method of Inquiry and Basic Steps in Research.
- Literature Review: Process and Record Keeping
- Research Problem: Identification & Formulation: Statement of the Problem, Research Objectives, Research Questions and Hypotheses, Research Design
- Ethics in Research, Plagiarism, Test of Plagiarism
- Bibliography and Referencing: Citation Style( APA Style Of Referencing)
- Intellectual Property Rights

**Unit 2: Computer Applications**
Basic idea about the uses of computer packages in Business Research: SPSS, EXEL, EVIEWS and R software

### Part- B (2 Credits)
### Approaches of Research in Commerce & Business Studies

**Unit 1**: **Quantitative Research: Data collection: methods and tools of data** collection:census and random methods; instruments:questionnaire,schedule,experiment,interview,observations; tools: telephonic, internet, multimedia and social-media platforms

**Unit 2: Qualitative Research:** Structured observation, Content Analysis, Secondary analysis, Qualitative data analysis, Focus group research.

**Unit 3: Case study method:** introduction and types of case studies; various disciplinary perspectives; conducting case study research.

**Unit 4: Mixed method research:** combining quantitative and qualitative research methods, interviewing in qualitative research.

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**Course Title: Methods, Tools and Techniques of Business Research**
**Course code: COM. 902**
**Total credit: 4**
**Total marks: 100**
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**Unit: 1 Uni-variate Analysis**: Descriptive analysis of uni-variate data; mean, median and mode; Dispersion, Standard Deviation; Coefficient of variance; Skewness and Kurtosis: meaning, measurement and importance; Analysis of variance (ANOVA); problem solving with the help of SPSS and Excel.

**Unit: 2 Bi-variate Analysis:** Correlation analysis (simple and multiple); Regression analysis (simple);interpretation of results and their indications; Time-series Analysis (basic principles, Cross section, Time series and Panel Data analysis, VAR, ARCH & GARCH models);problem solving with the help of SPSS and Excel.

**Unit: 3 Multivariate Analysis:** Dependence analysis: Multiple Regression analysis. Multiple Analyses of variance (MANOVA); Multiple Discriminate analyses. Logit Regression; Interdependence analysis: factor analysis. Cluster analysis; Structural Equation Modeling (SEM); problem solving with help of SPSS and Eviews.

**Unit: 4 Test of Hypothesis:** Basic idea of statistical distribution; Binomial, Normal and Poisson distribution (basic characteristics and applications); Hypothesis: meaning and types; Test of significance; Hypothesis testing: Parametric tests: Z-Test, t Test, F-Test. One- way and Two -way ANOVA; Independent sample t- Test. Non- Parametric tests: Wilcoxon signed rank test, Krushkal-Wallis Test, Freidman Test, Mann- Whitey U- Test.  Chi-square Test;  problem solving with the help of SPSS.

**Unit: 5 Report Writing and Presentation:**  components of a standard research report; typing, editing and proof reading; language in report writing;  principles of quality report writing and presentation ; power point presentation: preparation technique, importance and limitations; science and art of quality paper writing, referencing and publication; access, use and follow-up of formalities and instructions for publications; identification of quality and relevant scholarly journals.

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**Course Title: Science, Art and Practice of Research Writing**
**Course Code: COM. 903**
**Total Credits: 4**
**Total marks: 100**
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This paper will be of 100 marks split into two parts. First part will of 50 marks for a comprehensive literature review on a topic in the area of business and commerce and remaining 50 marks for writing an empirical data based research paper under the guidance of a faculty member.

# Suggested Readings:

- BUSINESS RESEARCH METHODS: Alan Bryman & Emma Bell, Oxford University Press, 3e, 2011.ISBN 978-0-19-958340-9
- RESEARCH METHODOLOGY: Ram Ahuja, Vikash Publishing
- BUSINESS RESEARCH METHODS( A South Asian Perspective): William G Zikimund, Barry J. Babin, John C. Carr, Atanu Adhikari, Mitch Griffin
  Publisher: Cengage (2010) 8e, ISBN 9788131520369, 8131520366, Price- Rs. 584
- BUSINESS RESEARCH METHODS: Donald R. Cooper, Panchla S. Schindler, J.K. Sharma, McGraw-Hill Education , Private Limited, ISBN- 9781259001857, 11e
- BUSINESS RESEARCH METHODS: S.N. Murthy & U Bhojanna , Excel Books 3e
- RESEARCH METHODOLOGY: Baidyanath Mishra, Ashok Kumar Satpathy, Chaukhambha Orientalia, Varanasi
- RESEARCH METHODOLOGY: C.R. Kothari, New Age International Publisher Pvt. Ltd., ISBN- 9788122436235, 9788122436235
- RESEARCH METHODOLOGY(Concept and Cases): Deepak Chawla & Neena Sondhi , Vikas Publishing, 2e(2016), ISBN- 9789325982390
- THE LITERATURE REVIEW(Six Steps to Success): Lawrence A. Machi, Brenda T. McEvoy
- THE CRAFT OF RESEARCH: Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, University of Chicago Press, Chicago, London, 3e
- THE ESSENCE OF RESEARCH METHODOLOGY: Bartjan Pennink & Jan Jonker
- QUALITATIVE RESEARCHING: Jennifer Mason, 3e, Sage, 2018, ISBN- 978-1-4739-1217-5, 978-1-4-738-1218-2
- DOING A SUCCESSFUL RESEARCH PROJECT: USING QUALITATIVE OR QUANTITATIVE METHODS: Martin Davies & Nathan Hughes
- QUANTITATIVE SOCIAL SCIENCE DATA with R: AN INTRODUCTION: Brian J. Fogarty, Sage Publications Ltd, London, 2019 e, ISBN I/10-1826411504, 13-9781526411501
- FUNDAMENTAL OF RESEARCH METHODOLOGY AND STATISTICS: Y.K. Singh, New Age International Publisher 2006
- AN INTRODUCTION TO STATISTICS LEARNING: WITH APPLICATION R: Trevor Hastie, Robert Tibshirani, Daniela Witten, Gareth James, Springer Texts in Statistics, X/W Heidelberg, London, ISBN- 978-1-4614-7138-7(e book)