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SIDDHARTH UNIVERSITY
Kapilvastu, Siddharth Nagar, U.P. India

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Department of Management
Draft Pre-Ph.D. Course Work for Ph.D. in Management

The Pre-Ph.D. Course work for Management shall consist of compulsory paper (s) and optional paper (s). The list of the papers for the course work is as under:

Compulsory papers: -

- | | |
|-------------------------------------|-------------|
| 1. Research Methodology | (4 Credits) |
| 2. Research and Publications Ethics | (2Credits) |

Optional papers: - (any two)

- | | |
|--|-------------|
| 1) Contemporary issues in Marketing Management | (3 credits) |
| 2) Strategic Human Resource Management | (3 credits) |
| 3) Financial Management & Cost Accounting | (3 credits) |
| 4) Strategy and Sustainability | (3 credits) |
| 5) Sustainability Marketing | (3 credits) |

(In addition to above subject the student may choose any course from PG program in Management, as an optional subject)

- Minimum credit requirement shall be 12 credits.

Each paper will be of 100 marks consisting of 70 marks for theory paper and 30 marks for Internal Assessment. The qualifying marks will be 35 in theory and 15 marks in Internal Assessment.

Note:

1. The completion of Ph.D. course work shall be essential for synopsis submission.
2. The Ph.D. rules/regulations/guidelines of the University shall be applicable for the Pre-Ph.D. course work requirements time to time.

Siddharth University, Kapilvastu, Siddharthnagar

Pre-Ph.D. Course Work

Syllabus of Pre-Ph.D Course Work

Paper -I

Course Title: **Research and Publication Ethics**

Course Code: XXXXXX

Credit Units: 2

Level: PG (Pre-Ph.D)

Course Objectives:

To introduce research ethics, plagiarism, citation, etc.

Pre-requisites: Post Graduation or 4 years graduate with Research

Course Contents/Syllabus:

Credit Distribution of the course		
Lecture (L)	Tutorial (T)	Practical (P)
2	0	0

Descriptors/Topics	Weightage (%)
Unit I:	
Research Ethics and Scientific Conduct & Understanding Plagiarism	25
Unit II:	
Types of Plagiarism, Plagiarism Detection Software	25
Unit III:	
Publication Misconduct and Publication Ethics and Ways to avoid Plagiarism	25
Unit IV:	
Regulations on Plagiarism in India, Course End Activity and Submission	25

Course Outcomes:

By the end of the course, the students will be able to;

CO1: Adapt research ethics and scientific conduct

CO2: Evaluate their research reports and other documents for plagiarism.

CO3: Improve their research reports and other documents to make it plagiarism free.

CO4: Justify their research process and outcomes with respect to rules and regulations.

Pedagogy for Course Delivery:

The course will be delivered in the form of lectures and discussions.

Assessment/ Examination Scheme:

Evaluation scheme and mode will be as per the guidelines notified by the Siddharth University, Kapilvastu, Siddharth Nagar

Textbooks/ References Books:

- Santosh Kumar Yadav. (2023). Research and publication ethics. Springer nature. ISBN 978-3-031-26970-7. <https://doi.org/10.1007/978-3-031-26971-4>
- S.B. Kishor, A.S. Kushwaha, Gitanjali (2023). DAS GANU PRAKASHAN. ISBN 978-9384336714

Paper -II

Course Title: Research Methodology

Course Code: XXXXXX

Credit Units: 4

Level: PG (Pre-Ph.D)

Course Objectives:

This course equips research scholars with the

ability to define and understand the research problem, which is the essential first step in any research endeavor.

Pre-requisites: Post Graduation or 4 years Graduate with Research

Course Contents/Syllabus:

Credit Distribution of the course		
Lecture (L)	Tutorial (T)	Practical (P)
4	0	0

Descriptors/Topics	Weightage (%)
Unit I:	
Meaning of Research, Characteristics of Research, etc. <ul style="list-style-type: none">•Science and Common Sense•Characteristics of Research•Steps in Research•Methods of Research•Criteria of Good Research Aims, Objectives, and Types of Research <ul style="list-style-type: none">•Normative Research, Scientific Research, and Value-Free Research•Aims and Objectives of Research•Types of Research•Research Approaches Some Necessary Aspects of Social Science Research <ul style="list-style-type: none">•Significance of Research in Social Sciences•Defining the problem of research•Concepts and Constructs•Meaning and Function of Research Design Research Design <ul style="list-style-type: none">•Characteristics of a Good Research Design•Phases in Research Design•Important Concepts Relating to Research Design•Research Design in Case of Exploratory Research Studies/Experimental•Research Design in Case of Descriptive and Diagnostic Research Studies	25
Unit II:	
Research Design and Sampling <ul style="list-style-type: none">•Principles of Sampling•Sample Size Determination•Types of Sampling Measurement and Scaling Techniques <ul style="list-style-type: none">•Classification of Measurement Scales	25

<ul style="list-style-type: none"> •Criteria of Good Measurement •Comparative Scaling Techniques •Non-comparative Scaling Techniques •Likert Scales Scaling Techniques, Data Collection and Methods <ul style="list-style-type: none"> •Guttman and Bogardus Scales •Types of Data •Primary Data Collection – Observation Method •Interview Method of Data Collection •Collection of Data Through Questionnaires 	
Unit III:	
Data Collection, Methods and Preparation <ul style="list-style-type: none"> •Projective Techniques •Collection of Secondary Data •Case Study •Pilot Study and Pre-Testing •Questionnaire Checking, Editing and Coding of Data Data Preparation and Analysis <ul style="list-style-type: none"> •Classification •Tabulation •Graphical Representation •Types of Analysis •Statistics in Research 	25
Unit IV:	
Hypotheses and Synopsis Writing <ul style="list-style-type: none"> •Hypotheses •Difference Between a Proposition, a Hypothesis and a Theory •Basic Concepts Concerning Testing of Hypothesis •Synopsis writing Research Report Writing, Ethics and Referencing Style <ul style="list-style-type: none"> •Steps in Writing a Research Report •Appraisal of the Research Proposal/Project •Referencing Styles 	25

Course Outcomes:

By the end of the course, the students will be able to

CO1: Define aims and objectives of the research.

CO2: Design sampling procedures, and methodology and data collection for research.

CO3: Develop and analyze the data for the research.

CO4: Create a research hypothesis and develop a research report.

Pedagogy for Course Delivery:

The course will be delivered in the form of lectures and discussions.

Assessment/ Examination Scheme:

Evaluation scheme and mode will be as per the guidelines notified by the Siddharth University, Kapilvastu, Siddharth Nagar

Textbooks/ References Books:

- Kothari, C. R. (2022). Research Methodology: Methods and Techniques. India: New Age International (P) Limited.
- Richa, Shraddha, Abhishek, K. (2024). Research Methodology. Booksclinic publishing. ISBN: 978-93-5823-573-9
- Saravanavel, P. (1991). Research Methodology. (n.p.): Kitab Mahal.
- Ahuja, R. (2001). Research Methods. India: Rawat Publications.

Programme/Class: Pre-Ph.D.	Year: 2023-24	Semester: Pre-Ph.D. Course Work
Course Code: PHD-E001	Course Title: Contemporary Issues in Marketing Management	
Course Objectives: The course aims to develop understanding of the Modern-day marketing functions in the corporate enterprises and various research and policy implications. To develop knowledge and understanding of Ph.D. students on the various aspects of modern marketing management. To enable students to identify research issues in the specialization area. To develop insight of students as to the area and topic in the area that they may work up to develop their Ph.D. proposals.		
Credits: 4	Elective	
Max. Marks: 100	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-0		
Unit	Topics	No. of Lectures
I	Orientation of Modern Marketing and Analyzing Market Opportunities: Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment. 4Ps & beyond, Marketing Challenges, Marketing information system and Marketing Research.	10
II	Measurement Process in Marketing Research: Measurement in Marketing, Difficulties in Measurement; Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Their Applications. Applied Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Pricing Research, Motivation Research. Use of Statistical Package for Social Sciences (SPSS) in Marketing Research.	15
III	Supply Chain Management: Components of SCM, Physical Distribution System; Distribution Channels, Types & Functions, Selection, Cooperation and Conflict Management; Retail Marketing: Retailing in India, Significance of retail industry, Classification of retail stores, the role of franchising in retail. FDI in retail; Understanding the Retail Consumers: The factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer, the use of market research as a tool for understanding markets and consumers, Store Locations.	10
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 on marketing Strategy.	10
Suggested Readings: 1. Kotler Philip & Armstrong, G., Principles of Marketing, Prentice-Hall of India, , 2008. 2. Kotler Philip & Keller, Principles of Marketing, Prentice-Hall of India, 2007. 3. Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., 3 rd Edition.		

4. Ramaswamy, V.S. & Namakumari, S, (2018) “Marketing Management Global Perspective Indian Context”, 6th Edn. Sage Publications , India.
5. Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2009), Marketing Management: A South Asian Perspective, 13th ed., Prentice Hall ,India,
6. Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh, (2022). “Marketing Management”| Indian Case Studies Included| 16th Edn., Pearson Education India.

Suggested Continuous Evaluation Methods:

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Programme/Class: PhD	Year: 2023-2024	Semester: Pre-Ph.D. Course Work
Course Code: PHD-E002	Course Title: Strategic Human Resource Management	
Course outcomes: On completion of the course, the learner will be able to : <ul style="list-style-type: none">• Understand the formulation of HR strategy aligned to business strategy and application of cultural differences to managerial effectiveness.• Manage diversity at workplace through cognitive understanding of the cultural dimensions and differences.• Design and develop organization structure, systems, and HR practices encouraging inclusion.• Explore the avenues for future research based on the learning of the concepts and tools in Strategic HRM		
Credits: 4	Elective	
Max. Marks: 70 +30	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-0		
Unit	Topics	No. of Lectures
I	Concepts and principles of Strategic HRM, Strategic HRM models, Developing and Implementation of HR strategy, Strategic Role of HR, Impact of Strategic HRM on organization performance. Formulation of Strategic HRM,	10
II	HR Strategies: Human Capital Management strategy, High Performance strategy, Organization Development strategy, Employee engagement strategy, Knowledge management strategy, Learning & Development strategy, Employee relations strategy. Major Research Avenues	10
III	Strategic HRM tools. Performance Management – Strategically oriented performance measurement systems, strategically oriented compensation systems – High performance practices, Human resource evaluation – Strategic choices in performance management systems. Strategies for responsible restructuring, Strategic management of turnover and retention, Retirement, Global HRM – Strategic HR Issues in global assignments.	15
IV	Strategies for HRM towards Cross Cultural issues in Organizations, Cross Cultural Differences, Cross Cultural Analysis, Culture and Strategy, Cross cultural influence and Technology, Culture and styles of Management, Cross Cultural Communication and Negotiation, Conflicts, and cultural differences.	10
Suggested Readings: <ol style="list-style-type: none">1. Armstrong, Michael, “Strategic Human Resource Management”, Kogan Page, New York / New Delhi, 2021, Seventh Edition.2. Azmi, Feza Tabassum, “Strategic Human Resource Management”, Cambridge University Press, United Kingdom, 2019, First Edition.3. Storey, John, Patrick M. Wright, and Dave Ulrich, “Strategic human resource management: A research overview”, Routledge, 2019.4. Kandula, Srinivas R., ‘International Human Resource Management’, Sage, 2018.		
Suggested Continuous Evaluation Methods: <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning.</p>		

Programme/Class: PhD	Year: 2023-2024	Semester: Pre-Ph.D. Course Work
Course Code: PHD-E003	Course Title: Financial Management & Cost Accounting	
Course outcomes: On completion of the course, the learner will be able :		
<ul style="list-style-type: none">• To appraise & analyze the role and functions of a finance manager.• To assess the utility of concepts and principles of financial management and explore research avenues• To apply the course concepts in implementing & analyzing investment, financing, and dividend decisions.• To assess the utility of concepts and principles of Cost Accounting and explore research avenues		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-0		
Unit	Topics	No. of Lectures
I	Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions, Time Value of money.	10
II	Investment Decisions: Analysis of Capital Budgeting Decisions, discounted and non-discounted techniques in capital budgeting, Risk analysis in capital budgeting. Types of Projects – selection criteria, capital rationing.	10
III	Financing & Dividend Decisions: Cost of capital, Components-Equity shares, Preference shares, Bonds and debentures, Leverage Analysis, Capital Structure, its theories. Dividend Policy, Relevance of dividend: Walter’s model and Gordon’s model; Discussion on Research Avenues under Financial Management	15
IV	Cost Accounting-Meaning, Scope and Classification of costs, Absorption costing, marginal costing, Introduction to Break Even Analysis, Introduction to Standard Costing Preparation of budgets and their control, Zero Base Budgeting. Standard costing and Variance analysis, Responsibility accounting. Discussion on Research Avenues under Cost Accounting	10
Suggested Readings: 1. Principles of Corporate Finance, Brealey and Myers, McGraw Hill 2. Financial Management and Policy by Van Horne, Dhamija, Pearson 3. Fundamentals of Financial Management by Dr. R.P. Rastogi, Taxman 4. Financial Management-Text Problems and Cases by Khan and Jain, Mc Graw Hill Financial Management, I M Pandey, Pearson 12th Edition 5. Maheshwari, S.N. (2004). Corporate Accounting for Managers. Vikas Publishing House, New Delhi. 6. Maheshwari, S.N. (14th ed., 2004). Principles of Management Accounting. Sultan Chand & Sons, New Delhi.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Pre-Ph.D.	Year: 2023-24	Semester: Pre-Ph.D. Course Work
Course Code: PHD-E004	Course Title: Strategy and Sustainability	
Course Objectives: The course shall be able to help students learn to understand the concept of strategy in the context of sustainability. The course shall facilitate the learners about the strategies of innovation that shall lead to the equality and humanity across the globe and hence the sustainable development		
Course Outcomes: After successful completion of this course, students shall be able to; CO1: Explore the conceptual foundations and frameworks for understanding strategy CO2: Understand the concept of strategy with respect to sustainability CO3: Understand the research requirements in the field of Strategy CO4: Understand how strategy is interdisciplinary and requires a holistic decision making with respect to sustainability		
Credits: 4	Elective	
Max. Marks: 100	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-0		
Unit	Topics	No. of Lectures
I	Concept of Strategic management, Levels of Strategic Decision Making, Strategic Management Process, Vision, Mission, Policies and Objective, Strategic Intent, Competitive Advantage	10
II	Concepts of ‘Sustainable Development’ with emphasis on United Nations Sustainable Development Goals; Linkage between Strategy and Sustainable Development, strategic issues in which environmental sustainability	10
III	Logic of Business: Governance and the environment; Strategic integration, Grand Strategies, Strategic responses; Strategic Leadership for Sustainable Development	15
IV	Research for Strategy and Sustainable Development; Introduction to Action research in the field of Strategy and Sustainable Development; Appreciative Inquiry Method: Theoretical Construct; Appreciative Inquiry Method: Application	10
Suggested Readings: <ul style="list-style-type: none">Rosenberg Mike, Strategy and Sustainability: A Hardnosed and Clear-Eyed Approach to Environmental Sustainability for Business, Palgrave MacmillanFogel S. Daniel, Strategic Sustainability, A Natural Environmental Lens on Organizations and Management, RoutledgeDavid R Fred, Strategic Management-Concept and Cases, PHI.Barney B Jay, Strategic Management and Competitive Advantage, Pearson Education.Hussy David, Strategic Management: From Theory to Implementation, Butterworth Heinemann		
Suggested Continuous Evaluation Methods: Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		

Programme/Class: Pre-Ph.D.	Year: 2023-24	Semester: Pre-Ph.D. Course Work
Course Code: PHD-E005	Course Title: Sustainability Marketing	
Course Objectives: The course shall be able to help students learn to understand the basic concepts of research in sustainability marketing and its importance from the perspective of consumers, businesses and environment. The course shall also enable to comprehend the opportunities and challenges in designing and implementing marketing strategies for eco-advantage and sustainability.		
Credits: 4	Elective	
Max. Marks: 100	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-0		
Unit	Topics	No. of Lectures
I	Sustainability Marketing- Meaning, Concept & Evolution of Sustainability Marketing, Importance of green marketing; Classification of Green Products and Offerings; Green Washing and Skepticism, Sustainable Development (SDG) Goals.	15
II	The Consumption - Environment Interface: Our Common Future: Issues of Sustainability, The Environment and Consumption, The Environment and Business, Competitive advantage and the environment-Eco-Costs Advantage, Green Differentiation.	10
III	Sustainability Marketing Mix and Tools- Strategies to Green Marketing; Pro-environmental behaviour Environmental Concern, Green consumer motives and buying behaviour. Sustainability Marketing Strategy- Green Segmentation and Green Positioning; Green Advertisements, Eco-Branding, Eco-Labeling; Green Pricing.	10
IV	Emerging Research areas in Sustainability Marketing: Green Marketing & Sustainability Reporting, Organic Foods, Green Energy Consumption, Green Transportation and Services.	10
Suggested Readings: <ul style="list-style-type: none">• Dahlstrom, Robert (2011). Green Marketing Management, South Western Cengage Learning, Mason, USA.• Ottman, Jacquelyn A. (1998). Green Marketing: Opportunity for Innovation (2nd edition); NTS Business Books, Illinois.• Esty, C. Daniel and Winston, Andrew S. C. (2006). Green to Gold: How smart companies use environmental strategy to innovate, create value and building competitive Advantage, Yale University Press.• Belz, Frank-Martin & Peattie, Ken (2012). Sustainability Marketing: A Global Perspective (2nd Edition). Wiley.• Ottman, Jacquelyn A. (1998). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding, Berrett-Koehler Publishers.		
Suggested Continuous Evaluation Methods: Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		

Ph.D Course Work (SWAYAM)

S.No.		Course Title (with link)	Instructor Name	Credits	Duration
1	Management	IKS: Concepts and Applications in Management and Governance https://onlinecourses.swayam2.ac.in/imb25_mg90/preview	Ramachandra N U	4	9 weeks
2	Management	From Theory to Practice: Implementing ESG and Sustainability in Business https://onlinecourses.swayam2.ac.in/imb25_mg77/preview	Aditya Gupta	3	12 weeks