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**RAIGANJ UNIVERSITY**

**UTTAR DINAJPUR, WEST BENGAL 733134**

**INDIA**

**Ph.D. Coursework Syllabus**

**Department of Business Administration**

(With Effect from 2020-2021)

**COURSEWORK STRUCTURE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester | Course No | Course Code | Title of the Course | Type of the Paper | Marks Distribution | | | Credit |
| Semester | Internal | Total |
| 1 | 1 | BAMPH 1101 | Research Methodology in Business | Theory | 75 | 25 | 100 | 4 |
| 2 | BAMPH 1102 | Analytical Issues in Business | Theory | 75 | 25 | 100 | 4 |
| 3 | BAMPH 1103 | Computer Applications in Business | Theory | 75 | 25 | 100 | 4 |
| 4 | BAMPH 1204 | Research Proposal and Presentation | Application | - | 100 | 100 | 4 |
| **TOTAL** | | | | | | | **400** | **16** |

**COURSE CONTENT**

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| --- | --- | --- | --- |
| **Course No** | **Course Code** | **Title of the Course** | **Type of the Paper** |
|
| **1** | **BAMPH 1101** | **Research Methodology in Business** | **Theory** |

**UNIT I**

**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:** Problem Definition, Hypothesis Formulation, Causal Research; Problem solving techniques: logical approach, creative approach; Group problem solving techniques for idea generation- brain storming; objectivity in research.

**UNIT III**

**Research Design:** Different type of Research design, Rationale behind choosing an appropriate Research Design for different types of Research Study; Sampling design, Probability and Non-Probability sampling; sampling and Non-Sampling errors.

**UNIT IV**

**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; Attitude Measurement Scales, Data Preparation and Preliminary Analysis.

**UNIT V**

**Research Ethics and Report Writing:** Ethical principles - other ethical consideration - ethical decision making; power politics and research, ethical responsibilities; Report writing and Presentation - types of report; report writing; objectives and steps of report writing, academic writing skill in business.

**References:**

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

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| **2** | **BAMPH 1102** | **Analytical Issues in Business** | **Theory** |

**UNIT I**

**Quantitative Methods in Business Research:** Nature and Scopes, Definition, Types and Examples; Quantitative vs Qualitative methods in Research; Survey Research: Cross-sectional surveys, longitudinal surveys; Correlation research; Causal-comparative research; Experimental research.

**UNIT II**

**Introductory Statistics and Econometrics:** Correlation and Regression, Probability Distribution, Statistical Inference; Single and Multiple Linear Regression analysis, Estimation, Model Specification, Diagnostic Testing: Heteroscedasticity, Multicollinearity, Autocorrelation.

**UNIT III**

**Analysis with Cross Section Data:** Method of Primary Data Collection, Econometric Models with Cross Section Primary Data, Dummy variable, Models with Qualitative Data: Logit, Probit, Tobit, Multinomial Logit, Truncated Tobit etc.

**UNIT IV**

**Analysis with Time Series Data:** Deterministic and Stochastic trend, Unit root tests and Regression Residuals, ARMA, Auto-correlation, VAR, causality, Impulse response functions, ARCH, GARCH, Co-integration and Error Correction Models, Estimation of Models with Structural Change, Tests for Seasonality.

**UNIT V**

**Analysis with Panel Data:** Balanced and Unbalanced panel, Fixed Effect and Random Effect Model, diagnosis test, Panel Unit Root tests, Panel Co-integration model tests, Dynamic Panel Model.

**References:**

1. Maddala, G S and Kajal Lahiri (2009), Introduction to Econometrics, John Wiley & Sons, England, 4th Edition.
2. Wooldridge, Jeffrey M (2009), Introductory Econometrics: A Modern Approach, South-Western Cengage Learning, USA, 4th Edition.
3. Johnston, Jack and John Dinardo (1997), Econometric Methods, McGraw Hill, New York, 4th Edition.
4. Gujarati, Damodar N and Dawn C Porter (2009), Basic Econometrics, McGraw Hill, New York, 5th Edition.
5. Kementa, J (1986): Elements of Econometrics (2nd Edition), McMillan-Maxwell, NY.

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| **3** | **BAMPH 1103** | **Computer Applications in Business** | **3** |

**UNIT I**

**Basic Computer Applications:** MS-Word-Formatting, Referencing, Citation; MS-Excel-Data entry, Analysis, graphical presentation; and MS-Power Point for presentation-preparation of slides, Designs and animation.

**UNIT II**

**IT applications in R&D Affairs:** Components of IT in Research, Online Database and Research Prospects, Information Networks in Research, Plagiarism, SEO tools and Plagiarism Checkers with Practical.

**UNIT III**

**Different Techniques:** PDF File – Conversion, Scanning & Printing, Google Scholar, Research Gate, Social Science Research Networks (SSRN), E Journals, IT in Business and allied subjects, Multimedia Applications in Research.

**UNIT IV**

Analysis of Cross-section, Time Series and Panel / Longitudinal Data using suitable Statistical packages (MS-Excel / SPSS / Eviews / Stata / R)

**UNIT V**

Analysis of Multivariate Techniques using suitable Statistical Packages (MS-Excel / SPSS / Eviews / Stata / R)

**References:**

1. Sabine Landau and Brian S. Everitt, A Handbook of Statistical Analyses using SPSS, CHAPMAN & HALL/CRC.
2. Stallings, William. *Data and computer communications*. 6th ed. New Delhi: Pearson Education Asia, 2001.
3. Davis & Olson, Management Information System, Tata McGraw Hill.
4. Sankar Kumar Bhaumik, Principles of Econometrics: A Modern Approach Using EViews, Oxford.
5. David Dalpiaz, Applied Statistics with R.
6. Panchanan Das, Econometrics in Theory and Practice: Analysis of Cross Section, Time Series and Panel Data with Stata 15.1, Springer.

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| **4** | **BAMPH 1204** | **Research Proposal and Presentation** | **4** |

**UNIT I**

**Research Proposal and Presentation:** The Scholars are expected to write a Research Proposal and present the same before the Department.