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Cuttack, Odisha

## Pre-Ph.D. Coursework 2018-19

- The course work shall be treated as Pre- Ph.D. Preparation, which will be as per the Subject Areas declared in Ph.D. Admission Notification 2018-19.
- The credit assigned to the Ph.D. course work shall be of 12 credits. A total of 3 Papers, wherein each paper shall carry 4 Credits.
- The course Research Methodology will be compulsory for all the candidates. The other course will be subject related advance course to be offered by the respective departments to prepare the students for Ph.D. degree.
- The minimum percentage of attendance in Course-work should be 75%, in each subject.
- **Course Structure** will be as under –

Course Code	Course Name	Credits
SSUDS 101	Research Methodology - I	04
SSUDS 102	Research Methodology -II	04
<b>Subject Specific Course (Any one of the followings)</b>		
SSUDS 103	Finance	04  N.B: This Credit is for each one paper as per choice/ application made earlier by the Candidate
SSUDS 104	OB & HRM	
SSUDS 105	IT in Management	
SSUDS 108	Yogic Science	
SSUDS 110	Marketing	
SSUDS 111	Operation Management	

- **Assessment and Evaluation:**

a. Class Participation with 75% attendance	10%
b. Internal Assessments (Assignments/Presentations/ Field work, etc)	30%
c. Seminar/Workshop/QIP attendance and Paper Presentation	10%
d. End Term Assessment	50%

**N.B:** The passing mark is 55% in each paper in the course work, in order to be eligible to continue in the PhD and submit the dissertation/thesis. If a candidate is not able to pass a course with 55% marks, he/she shall be allowed to reappear only once in the examination in the subsequent academic year (As per the PhD Regulations).



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## **DETAILED SYLLABUS FOR PRE PHD COURSE WORK 2018-19**

### **Research Methodology – I (SSUDS 101)**

#### **Course Objectives:**

The objectives of the course are -

- To profound understanding of basics of research orientation, problems and techniques, the logic behind various research approaches and how various research methods will guide students to conduct the research.
- To understand the review of literature, processes of designing a research plan, conducting fieldwork and processes of data analysis by interpreting research data within the framework of selected methodologies and informed by selected theoretical perspectives.
- To help to understand the standard formats and the systematic way of writing Research Proposal, Synopsis and the Thesis and their presentation.

#### **Course Contents:**

##### **Module –I:**

Meaning, nature and scope of research, characteristics and prerequisites of good research, Steps in research process, Origin of Research, Philosophy of Research, Rationale of the Research, Organization Structure of Research; Research Process, Ethics in Research.

##### **Module –II:**

Meaning and Purpose of Literature Review, Types and techniques of reviewing literatures, Review of Primary and Secondary Source of Literature and Information, Problem Formulation and Statement of Research Objectives. Exploratory, Descriptive, Experimental and Action Research Design; Deductive Vs Inductive methods; Stages of Research Designs.

##### **Module –III:**

Selecting a Sample design- Sampling distribution, Types of sampling, Choice of an appropriate sampling design, and Selection of sampling size.

Methods of Data Collection; Qualitative methods, Quantitative methods, Observational and Survey Methods; Questionnaire Design and Attitude Measurement Techniques; Motivational Research Techniques and Administration of Surveys.

##### **Module –IV:**

Field Work and Tabulation of Data - Data Editing, Coding and Tabulation, Analysis & Interpretation of Data Business; Use of SPSS and Other Statistical Software Packages. Research Applications, Report writing and Reference Style.

#### **Suggested Readings:**

1. Kothari CR, 2009. Research Methodology-Methods and Techniques (Revised Edition), New Age International Publishers, Delhi.
2. Cooper and Schindler (2007), *Business Research Methods*. New Delhi: TMG.
3. Johnson and Clarke (2007), *Business and Management Research Methodology*. Sage Publication.



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## Research Methodology – II (SSUDS 102)

### Course Objectives:

The objectives of the course are -

- To profound understanding on selected methods, methodologies and issues relevant to Quantitative aspects of Research.
- To help scholars to understand the measurements, designs and analytical techniques including data mining and data warehousing relevance to Research.

### Course Contents:

#### Module –I:

Statistics in Research- two major divisions, Data Types and its measurements, Measures of Central Tendency and Descriptive Statistics, Measures of dispersion, Measures of Asymmetry (Skewness), Measures of Relationship. Sampling Frame and Census Study. Methods of Sampling, Sampling and Non-sampling Errors, Determination of Sample Size, Scaling and Measurement Techniques.

#### Module –II:

Hypothesis Formulation and Testing. Reliability and Validity of various Tools and Techniques, Univariate Analysis.

#### Module –III:

##### Bivariate Analysis -

**Parametric Tests:** t-test for one and two sample means, Z test for one and two sample means, F test for two variances, Analysis of Variance (ANOVA).

**Non-Parametric Tests:** Chi-square test

**Multivariate Analysis:** Factor Analysis, Cluster Analysis, Discriminant Analysis; Use of Software Package-Microsoft Excel and SPSS in Research.

#### Module –IV:

Database Management System, Data Mining Algorithms and cleaning – Stage of the Data Mining Process, Data Mining Techniques and Data Transformation, Data Reduction, Association Rules.

Data Warehousing – OLAP and its Operations, OLTP, Multidimensional data Model.

### Suggested Readings:

1. Kothari CR, 2009. Research Methodology-Methods and Techniques (Revised Edition), New Age International Publishers, Delhi.
2. Cooper and Schindler (2007), *Business Research Methods*. New Delhi: TMG.
3. Johnson and Clarke (2007), *Business and Management Research Methodology*. Sage Publication.



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## Finance (SSUDS 103)

### Course Objectives:

The objectives of the course are -

- To make an understanding of various aspects of Financial Management.
- To understand the Research in the area of Finance.

### Course Contents:

#### Module –I:

Concept and Scope of Strategic Financial Management; Goals and Objectives of Corporate Organizations; Financial objectives of both profit and non-profit organizations, maximizing shareholders wealth, value for money, providing a surplus, etc.; Principles of Corporate Governance: Relationship between the company, management and other stakeholders; Effect of corporate governance on the value of the business via share price; Ethical Issues in Corporate Financial Strategy. Review of literatures and Research Scope in the area of Finance.

#### Module –II:

Investment Decision –Capital Budgeting, Financing Decision –Capital Structure, Cost of Capital and Leverage; Liquidity Decision, Dividend Decision.

Corporate Re-Structuring, Mergers and Acquisitions: Need and purpose of restructuring; Types of restructuring, takeovers, leveraged buy-outs, distress restructuring; Valuation of business units; Estimating the economic gains and costs of mergers; Basic forms of acquisitions; Motives for mergers and acquisitions; Mechanics and tactics of a merger; Evaluating financial performance of merged companies including reasons for their successes and failures; Impact of government regulations on mergers and acquisitions; Quantitative factors in mergers and acquisitions.

#### Module –III:

Mathematics of Finance for portfolio construction; Diversification of unsystematic risk and portfolio construction; Optional portfolio selection through Markowitz model, Sharpe model and Lagrange multiplier techniques, Active portfolio management under CPP and CBP; Performance Evaluation of Portfolio. Risk and Return, Asset Pricing Models.

#### Module –IV:

Financial Derivatives – Introduction, Forward Contract, Futures Contracts, Option Contracts, Swaps- Valuation of swaps, swap mechanism and cost of capital reduction through swaps.

International Financial system – An overview, Exchange Rate Determination, International parity theorems and Fisher effect, Management of Foreign Exchange Exposure through forwards, money market instruments and options.

### Suggested Readings:

1. Pandey, I. M., *Financial Management*. New Delhi: Vikas Publishing House, Fourth Edition.
2. Khan, M.Y and Jain, P.K. (2005), *Financial Management*. New Delhi: Tata McGraw Hill.
3. Chandra, Prasanna, *Financial Management*, New Delhi: Tata McGraw Hill.
4. Brealey, Myers, Allen & Mohanty, *Principles of Corporate Finance*, McGraw Hill, 10<sup>th</sup>ed



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## OB & HRM (SSUDS 104)

### Course Objectives:

- To predict the behavior of people and managing people at workplace through motivation, leadership, culture, development and stress management.
- To facilitate the effective ways of dealing with people and their related behaviour, problems and discipline, grievance, labor relations, and compensation administration.

### Course Contents:

#### Module –I:

Conceptual framework of Organization Behaviour; Individual dimensions of Organization Behaviour: Personality, Perception, Learning, Attitude and Values, Emotional Intelligence and Motivation;

Group dimensions of Organization Behaviour: Interpersonal Behaviour, Group Dynamics, Work Team, Power and Politics, Leadership, Communication, and Conflict management; Cultural Dimensions of Organization Behaviour: Work Design and Work Stress, organization Culture, Organization Effectiveness and Change; Organization Development.

#### Module –II:

Concepts and functions, HR Planning, Job Analysis and Design, Job descriptions and Job specifications, Role of HR manager, HR Information System, Cultural Diversity, Cross-Cultural Dynamics; Role of Social Networking Sites in HRM; Induction Program; Criteria for Employees Retention. The Strategic Aspects of HR Research. Developing HR Research skills through case analysis.

#### Module –III:

HRM Functions: Recruitment, Selection, Induction and Placement, Training and Development, Employee Discipline, Suspension, Dismissal and Retrenchment; Talent Management; Reasons for Employees Attrition; Criteria for Employees Retention; Compensation and Appraisal: Compensation and Rewards, Monetary and Non-monetary benefits, Social Security, Performance Appraisal and Performance Review;

Industrial Relations and Labour Laws - Trends, Issues and Requirement in present Scenario; Contemporary Global Trends and Challenges in HRM.

#### Module –IV:

Ethical Issues in HR Research, HR Research tools and techniques, Model Building in HR Research, Cause and effect models in HRP, HRP at Micro and Macro level, Manpower Planning Model, Motivational Research in Organization, Training Evaluation Models, Training Need Analysis, Research on Training Methods Selection, The HR Scorecard Approach, Competency-mapping and Performance Mapping, Organization Culture – Application of Organization Culture in the workplace, Hofstede's Cultural Orientation Model, Organizational Developments and related Research areas. Employee Productivity Analysis. Research on Talent Management.

### Suggested Readings:

1. Robbins, Stephen P., *Organizational Behaviour*. New Delhi: PHI.
2. Dessler, Gary (2008), *Human Resource Management*. New Delhi: PHI.
3. Aswathappa, K., *HRM & Personnel Management* –, TMH
4. C.B.Mamoria, *Personnel Management*, Himalaya
5. C.B.Mamoria, *Industrial Relations*, Himalaya
6. Robbins, *Human Resource Management*



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## Information Technology in Management (SSUDS 105)

### Course Objectives:

- To understand basic concepts of Information Technology and its application.
- To understand the information system and decision making process.

### Course Contents:

#### Module-I:

Software Engineering approach, Software Engineering processes, Software Engineering challenges, software project planning and management, Software quality.

#### Module-II:

Advance study on Database Management:- Concept of database, Normalizations, SQL, T/ SQL, PL/ SQL, Concurrency control, distributed database, security feature, query optimization.

#### Module-III:

Information System security: - Concept of information security, cryptographic techniques, Symmetric key algorithm, Asymmetric key algorithm, Public Key Infrastructure, Internet security protocol.

Management Issues in MIS: - Information Security and Control, IT Services / IT Products - Managing Global information Systems.

#### Module-IV:

Data Communication: - Data encoding, Data link control, ATM and Frame relay, network security, distributed application

Information system Audit: - Introduction to Information system audit, evaluating asset safeguarding and data integrity, evaluating system efficiency and effectiveness, managing information systems audit functions

### Suggested Readings:

1. Ron Weber, Information System Controls and Audit, Pearson Education Asia, LPE edition
2. Pankaj Jalote, An Integrated Approach to Software Engineering, 3rd edition, Narosa
3. Atul Kahate, Cryptography and Network Security, Tata McGraw-Hill
4. Rajesh Narang, Database Management Systems, PHI-publication
5. William Stallings, Data and Computer Communication, sixth edition, EEE -PHI-publication



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## Yogic Science (SSUDS 108)

### Course Objectives:

- To Impart skills through Research to introduce Yoga for health and Yoga for total personality development.
- To invoke scientific attitude and team spirit to channelize the energies in to creative and constructive endeavors.

### Module -I

Foundations of Yoga: History, Evolution of Yoga History and Development of Yoga; Aim and Objectives of Yoga, True Nature and Principles of Yoga. Introduction to Vedas & Upanishads  
Purushartha Chatusthaya Basic Yoga Texts: Principal Upanishads, Bhagavad Gita, Sankhya, Vedanta

### Module -II

Yoga Philosophy: Patanjali Yoga Sutra

Yoga, it's meaning & purpose & Nature of Yoga; Concept of Chitta, Chitta-Bhumis, Chitta-Vrittis, Chitta-VrittinirodhopayaAbhyasa and Vairagya as the tools Chitta-Vikshepas (Antarayas), Chitta-prasadanam, Prakriti and its evolutes.

Hatha Yoga Texts -

Introduction to Hatha Yoga and Hatha Yoga Texts.Hatha Pradeepika, GherandaSamhita, Hatha Ratnavali and Shiva Samhita. Aim & objectives, yama and niyama, Sadhaka and Badhakatattvas in Hatha Yoga; Concept of Ghata, Ghatashuddhi, Concept and importance of Shodhanakriyas in Hatha Yoga; Importance of Shodhanakriyas in health and disease; Concept of Mattha, Mitaahara, Rules & Regulations to be followed by Hatha Yoga Sadhakas.

### Module -III

Yoga and Health -

Definition & Importance of Health According to WHO; Dimensions of Health: Physical, Mental, Social and Spiritual; Concept of Health and Disease. Yogic Concept of Health and Disease, yogic management of Disease. Applications of Yoga: Yoga in Education, Yoga for Stress Management, Yoga for Personality Development

Practical Yoga –

Asana, Kriya, Mudra, Bandha, Dhyana, Meditation, Yoga Nidra(Techniques, Salient Features, Benefits)

### Module -IV

Methods of Teaching Yoga -

Teaching and Learning: Concepts and Relationship between the two; Principles of Teaching: Levels and Phases of Teaching, Yogic levels of learning, Vidyarthi, Shishya, Mumukshu; Meaning and scope of Teaching methods, and factors influencing them; Sources of Teaching methods; Role of Yoga Teachers and Teacher training Techniques of Individualized; Teaching Techniques of group teaching; Techniques of mass instructions; Organization of teaching: Time Management, Discipline.

### Suggested Readings:

1. Asana, Pranayama & Mudrabandh – by Swami Satyananda Saraswati
2. HataYoga Pradipika – by Swami Muktibodhananda
3. Bhagwat Geeta –by Swami Shivananda
4. Gherandaa Sanhita
5. Yoganidra, Dharana Darshan & Meditation
6. Yogic Management of Common Diseases





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## Marketing (SSUDS 110)

### Course Objective:

- The objective of this course is to prepare scholars to read and understand the literatures and the stimulate new research interests in the field of marketing.
- To help the scholars to find out the concepts and scope of Market Research activities.

### Module-I:

Marketing – Basics, Present day importance of marketing in national and global context; Marketing Mix Decisions, Marketing Environment, Segmentation, Targeting & Positioning Concepts, Consumer Behaviour – Decision Making Perspectives, Improving the judgement process, Models of consumer behaviour; Branding Decisions.

### Module-II:

Research Methods in Marketing – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.

Strategic Marketing – Customer, Competitor and Environmental Analysis-5C'S Analysis, SWOT Analysis, PESTLE Analysis, BCG Framework model, Porter's Model, GE Model, McKinsey Model, Market Leader, Challenger, Follower and Nicher Strategies; Market Entry/Exit Decision; Sustaining Competitive Advantage and Core Competence.

### Module-III:

Service Marketing –Issues & Challenges, Classifications, Services Triangle, Demand & Capacity Management, Service Encounter, Service Blueprint, Service Quality Management.

### Module-IV:

Digital Marketing – Overview, Modern issues & Techniques, SEM, Social Media Marketing, Content Marketing, Google Analytics & Web Analytics.

\*Contemporary Issues in Marketing: Green Marketing, Social Marketing, Global Marketing, B 2 B Marketing, Retail Management, Customer Relationship Management – Customer Life Time Value, Rural Marketing, Online Marketing.

*\* (Select any topic relevant to the Area of Research)*

### Suggested Readings:

1. Kotler, P., Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, MacMillan
1. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi, PHI.
3. Belch, G.E. & Belch, M.A., Introduction to Advertising and Promotion, Chicago, Irwin.
4. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI.
5. Levy, M & Barton, A.W., Retailing Management, Irwin, London.





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## Operation Management (SSUDS 111)

### Course Objectives:

- To understand the role of the operations management (OM) function in the functioning of an organization.
- To offer a broad overview of the concepts and tools used in operations management

### Module I : Introduction

Understand the importance of the OM function and its strategic importance, various types of manufacturing and service systems. Product design and process selection for manufacturing and services. Facility location and layout decisions. A case study on any one of these topics.

Demand forecasting in supply chain. Managing Business processes. Understand the basis of inventory management decisions, various methods of Inventory management. Inventory systems. Inventory analysis and management under uncertainty. A case study on any one of these topics.

### Module II : Project Management, PP&C, Maintenance Management and role of IT

Project Management – PERT & CPM techniques, Network Crashing methodology. Maintenance Management – types of maintenance and performance measures. Basics of Production Planning & Control, Role of IT in Production and Operations Management and how it is changing the efficiency and effectiveness of operations, factory visit or factory Simulation. Software usage in PERT & CPM.

### Module III: Quality Management, Supply Chain Management and Operations Research

Quality Management – factors, dimensions and need of quality, quality tools including inspection types. Basics of Supply Chain Management such as supply chain strategies. An overview of operations research with LP problem. A case study on any one of these topics.

### Module IV: Service Operations Management, World Class Manufacturing

Nature and characteristics of services, classification of services and analyzing service operations. Service system design and delivery process, technology and automation in services, service encounter. Service facility design, process analysis of facility layouts, facility location decision factors, Demand, Capacity and supply chain management in Services; Forecasting demand in services, smoothing customer demand in services, service quality management. Value Added Engineering, Schonberger's Framework of WCM. Product and Process Design Tools, Bar Code Systems, Statistical Quality Control (SQC), Assessment of Manufacturing Systems and Tools.

### Suggested Readings

1. Sahay, B.S., KBS Saxena & Ashish Kumar. World Class Manufacturing- A Strategic Perspective Macmillan India Ltd. (2008)
2. Schonberger, R.J. World Class Manufacturing - The Lesson of Simplicity. Free Press. (2008)
3. Moore, R. Making Common Sense Common Practice – Models for Manufacturing Excellence Butter Worth Heinemann. (2004).
4. Liker, J and James Franz. The Toyota Way to Continuous Improvement: Linking Strategy and Operational Excellence to Achieve Superior Performance. Tata McGraw Hill. (2011)
5. Stevenson, W.J. , Operations Management. McGraw Hills Education. Twelfth Ed. 2018.
6. Heizer, J., Operations Management. Pearson Education, Twelfth Ed. 2017.
7. Chase, Jacobs, Operations Management for Competitive Advantage, Mc Graw Hill, 11<sup>th</sup> or later edition(2013).