

ಮಂಗಳೂರು  
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY

(Accredited by NAAC)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 67/2020-21/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date:25.11.2021

**NOTIFICATION**

Sub: Revised syllabus for Ph.D. Coursework in Commerce  
Ref: Academic Council approval vide agenda  
No.: ಎಸಿಸಿ:ಶೈ.ಸಾ.ಸ.2: 17(2021-22) dated 27.10.2021

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The revised syllabus for Ph.D. Coursework in Commerce which has been approved by the Academic Council at its meeting held on 27.10.2021 is hereby notified for implementation with effect from the academic year 2021-22.

  
REGISTRAR

To,

1. The Chairman, Dept. of Commerce, Mangalore University, Mangalagangothri
2. The Chairman, BOS in Commerce, Dept. of Commerce, Mangalore University.
3. The Registrar (Evaluation), Mangalore University.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University - with a request to publish in the website.
7. Guard File.

Papers	Particulars	Hours of Instruction per week	Duration of Exam(Hrs)	Marks			
				IA	Theory	Total	Credits
Course 1	Research Methodology	4	3	30	70	100	4
Course 2	Research and Public Ethics	2	3	30	70	100	2
Course 3	Review of Literature						
	Review Report	14	-	-	-	150	6
	Viva	-	-	-	-	50	2
					<b>Total</b>	<b>400</b>	<b>14</b>

Ph.D (Commerce)

**Course – 1 : Research Methodology**

Instruction hours per week : 4hrs

Credits : 4

Max. Marks: 100

**Learning Objectives:**

- a) To familiarize scholars with basics of research and the research process.
- b) To enable the scholars in conducting research work and formulating research synopsis and report.
- c) To familiarize scholars with statistical packages such as SPSS/EXCEL.
- d) To impart knowledge for enabling researcher to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/research problem.

**Learning Outcomes:**

1. Scholars will develop an understanding on various kinds of business research, objectives of doing research, research process, research design and preparation of research report.
2. Scholars will be able identify and address areas where ethical issues may arise in their work.

**Instruction Hours: 80**

**Objective:** To familiarise the students in respect of the principles, techniques, methods and processes of conducting both 'qualitative' and 'quantitative' research studies.

**Unit-1:** Business research – Nature and Scope – Basic and applied research – (12)  
Types of business research – Exploratory, descriptive, explanatory and causal research – General business, economic and corporate research; financial and accounting research; management and organisational behaviour research; sales and marketing research; corporate responsibility research – Action Research.

**Unit-2:** Conceptual and theoretical framework – Propositions and hypotheses (12)  
– practical value of theories – Phase of research process – Choice of area and topics of research – Review of literature – Statement of research problem and research questions – research objectives – Research design and methodology – Qualitative and Quantitative research methods – Case Study Research: single and multiple case studies, cross-case analysis.

- Unit-3:** Sampling and data collection – Sampling techniques, sampling unit (18)  
and sample size – Sampling frame – Non-probability samples;  
Convenience, quota and snowball sampling; probability samples:  
sampling random, systematic, stratified (proportionate and  
disproportionate), cluster and multistage sampling – Sampling error –  
systematic error – response bias – cross-sectional and longitudinal  
studies – Survey research – primary and secondary data – Focus  
Group Interview – Questionnaire design and administration – close-  
ended and open-ended questions – Pilot study and pretesting the  
questionnaire – personal interview, mail, telephone and electronic  
surveys – observation survey – experimental (control group and  
experimental group) research design – Editing, coding and cross-  
tabulating.
- Unit-4:** Measurement, analysis and interpretation – Types of scales: nominal, (18)  
ordinal, interval and ratio scales – Likert and Thurston attitudinal  
scales – Descriptive and inferential statistics – Statistical Package for  
the Social Sciences (SPSS) – Measures of Central tendency and  
dispersion – normal distribution – Parametric Tests: Chi-square, t-  
Test, Z-test, ANOVA, the F-test – Non-parametric Tests: Sign test,  
Mann-Whitney Test – Multivariate Analysis of Variance – Pearson  
Product Moment Correlation matrix – Multiple Regression Analysis –  
Factor Analysis – Multiple discriminant analysis – Cluster analysis.
- Unit-5:** Writing up the research report – Layout of the report – Summary of (10)  
the Key Findings – Corroboration and cross-references – Implications  
– Suggestions – Directions for future research – Limitations –  
Concluding observations – appendices – bibliographical style –  
Ethical issues and dilemmas in business research.
- Unit-6:** The research process and the Role of Academic Writing-Academic (6)  
Writing as a Part of Research, Types of Academic Writing and  
Structure and Contents of a Research Ethics in Research, plagiarism,  
Footnotes and end notes, and citations.
- Unit-7:** Fulcrum of research and attributes of a research student-Analytical (4)

mind, Global outlook, honesty, innovative approach calendar, intellectual curiosity, keen observation, patience, persistence and spirit of inquisitiveness.

### References

1. William G. Zikmund, "*Business Research Methods*" New York: The Dryden Press.
2. Jack E. Edwards, Marie D. Thomas, Paul Rosenfeld, Stephanie Booth – Kewly, "*How to Conduct Organisational Surveys: A Step-by-Step Guide*", New Delhi: Sage.
3. Robert K. Yin, "*Application of Case Study research*", New Delhi: Sage.
4. Keith F. Punch, "*Survey Research: The Basics*", New Delhi: Sage
5. Murray R. Thomas, "*Blending Qualitative and Quantitative Research Methods in Theses and Dissertations*". New Delhi: Sage.
6. Dan Remenyi, Brian Williams, Arther Money, Ethni Swartz, "*Doing research in Business and Management*", New Delhi: Sage.
7. Mathukutty and et.al. Academic Writing, Response Books: New Delhi 2010.

**Ph.D (Commerce)**

**Course – 2 : Research and Public Ethics**

**Instruction hours per week : 2hrs**

**Credits : 2**

**Max. Marks: 100**

**Theory**

**Unit-1: Philosophy and Ethics (3 hrs)**

1. Introduction to philosophy : definition, nature and scope, concept, branches.
2. Ethics : Definition, moral philosophy, nature of moral judgments and reactions.

**Unit-2: Scientific Conduct (5 hrs)**

1. Ethics with respect to science and research.
2. Intellectual honesty and research integrity.
3. Scientific misconducts : Falsification, Fabrication, and Plagiarism(FFP).
4. Redundant publications : duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data.

**Unit-3: Publication Ethics (7 hrs)**

1. Publication ethics : definition, introduction and importance.
2. Best practices/standards setting initiatives and guidelines: COPE, WAME etc.
3. Conflicts of interest.
4. Publication misconduct : definition, concept, problems that lead to unethical behavior and vice versa, types.
5. Violation of publication ethics, authorship and contributorship.
6. Identification of publication misconduct, complaints and appeals.
7. Predatory publishers and journals.

**Practice:**

**Unit-4: Open Access Publishing (4 hrs)**

1. Open access publications and initiatives.
2. SHERPA/ROMEIO online resource to check publisher copyright and self-archiving policies.
3. Software tool to identify predatory publications developed by SPPU.
4. Journal finder/journal suggestion tools viz., JANE, Elsevier Journal Finder, Springer Journal Suggested etc.

**Unit-5: Publication Misconduct (4 hrs)**

**A. Group Discussions (2 hrs)**

1. Subject specific ethical issues, FFP, Authorship.

2. Conflicts of interest.
3. Complaints and appeals : Examples and fraud from India and abroad.

**B. Software tools (2 hrs)**

Use of plagiarism software like Turnitin, Urkund and other open source software tools

**Unit-6: Databases and Research Metrics (7 hrs)**

**A. Databases (4 hrs)**

1. Indexing databases
2. Citation databases : Web of Science, Scopus etc.

**B. Research Metrics (3 hrs)**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics : H-index, G Index, i10 index, altmetrics

**References:**

- Bird A. (2006), Philosophy of Science, Routledge.
- MacIntyre, Alasdair (1967) A Short History of Ethics, London.
- P.Chaddah, (2018), Ethics in Competitive Research : Do not get scooped; do not get plagiarized, ISBN : 978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009), on being a Scientist : A Guide of Responsible Conduct in Research : Third Edition. National Academies Press.
- Resnik D.B.(2011), What is ethics in research & why is important. National Institute of Environmental Health Sciences, 1-10 Retrieved from <https://www.njehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall J.(2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179, <https://doi.org/10.1038/489179a>
- Indian national science academy (INSA), Ethics in Science Education, Research and Governance(2019), ISBN : 978-81-939482-1-7. [http://www.insaindia.res.in/pdf/ethics\\_Book.pdf](http://www.insaindia.res.in/pdf/ethics_Book.pdf)

**Ph.D (Commerce)**

**Course – 3 : Review of literature**

**Instruction hours per week : 14hrs**

**Credits : 6**

**Max. Marks: 150**

**Objectives:**

1. To summarize the importance of examining the existing literature related to their field of study.
2. To explain the significance of having internet access as a tool for literature review.
3. Compare and contrast internal data mining and literature searches.

**Outcomes:**

1. Research scholars will be identify and to explain open problems and areas needing development in their respective field of research.

The Review of literature shall be in the area of Research topic chosen by the Research candidate related to Finance, H.R.M., H.R.D., Banking and Insurance, Marketing, Rural Development, Micro, Small and Medium Enterprises, and other interdisciplinary areas in consultation with the guides.



**Ph.D (Commerce)**

**Course – 3 : Review of Report (Viva-voce)**

**Credits : 2**

**Max. Marks: 50**

**Objectives:**

4. To summarize the importance of examining the existing literature related to their field of study.
5. To explain the significance of having internet access as a tool for literature review.
6. Compare and contrast internal data mining and literature searches.

**Outcomes:**

2. Research scholars will be identify and to explain open problems and areas needing development in their respective field of research.

The viva-voce examination shall be conducted in the area of Research topic chosen by the Research candidate related to Finance, H.R.M., H.R.D., Banking and Insurance, Marketing, Rural Development, Micro, Small and Medium Enterprises, and other interdisciplinary areas in consultation with the guides.