

RESEARCH METHODOLOGY

	L	T	P	C
Course Code: HSS PhD101	3	0	0	3

Course Objectives:

COB 1: To acquaint students with concepts and theoretical and practical base for a research project.

COB 2: To familiarize the student with significant tools and techniques of quantitative techniques, which are useful in the decision making.

Course Outcomes:

At the end of the Course, Student will be able to:

CO 1: Formulate and test hypotheses.

CO 2: Classify data and use different sampling techniques.

CO 3: Prepare and Present research reports.

CO 4: Visually depict different quality control limits.

CO 5: Use multivariate techniques and analyse dependence and independence of samples.

UNIT – I:

Introduction: Nature and Importance of research, the role of business research, aims, research process, pure research vs. applied, qualitative research vs quantitative, exploratory, descriptive and experimental research, ethical issues. Research Process – Types –Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

UNIT – II:

Data Base: Discussion on primary and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random Vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal, Ordinal, Interval, Ratio, Guttman, Likert and Schematic Differential Scale.

UNIT – III:

Methodology: Media used to communicate with respondents, personal interviews, telephonic interviews, self-administered questionnaires, selection of an appropriate survey research design, the nature of field work, principles of good interviews and field work management. Editing – Coding – Classification of Data – Tables and Graphic Presentation, Research Report.

UNIT – IV:

Statistical Inference & quality control: Tests of Hypothesis, Introduction to Null hypothesis vs alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

UNIT – V:

Multivariate Analysis: Nature of multivariate analysis, classifying multivariate techniques,

analysis

of dependence, analysis of interdependence. Bivariate analysis-tests of differences-t test for comparing two means and z-test for comparing two proportions Preparing a Research Report and Communicating the Research Results (Includes APA style of reporting the results and referencing), Evaluation of Research Result

Relevant cases studies will be discussed in each unit.

Text Books

1. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners*. Sage Publications Limited.
2. Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

References

1. Alasuutari, P., Bickman, L., & Brannen, J. (Eds.). (2008). *The SAGE handbook of social research methods*. Sage.
2. Bickman, L., & Rog, D. J. (Eds.). (2008). *The SAGE handbook of applied social research methods*. Sage publications.

MARKETING MANAGEMENT

	L	T	P	C
Course Code: HSS PhD102	3	0	0	3

Course Objectives:

COB 1: To acquaint students with the concepts of marketing.

COB 2: To familiarize the student and equip them with the concepts of Planning, designing and implementing marketing strategies to achieve the long-term objectives.

COB 3: To familiarize students with basic changes in marketing and e-marketing.

Course Outcomes:

At the end of the Course, Student will be able to:

CO 1: Interpret basic concepts of marketing.

CO 2: Classify markets into segments and know how to target a market.

CO 3: Apply different pricing strategies.

CO 4: Analyse communication process and control activities in marketing.

UNIT – I:

Introduction to Marketing: Needs - Wants – Demands - Products - Exchange - Transactions – Market, Marketing and Marketing Mix - Product and Production- Sales and Marketing Concept - Societal Marketing - Indian Marketing Environment.

UNIT – II:

Market Segmentation and Targeting: Identification of Market Segments - Consumer and Institutional/Corporate Clientele - Segmenting Consumer Markets - Segmentation Basis – Evaluation and Selection of Target Markets – Developing and Communicating a Positioning Strategy.

UNIT – III:

Pricing Strategy: Objectives of Pricing - Methods- Selecting the Final price - Adopting price - Initiating the price cuts - Imitating price increases - Responding to Competitor's price changes.

UNIT – IV:

Marketing Communication: Communication Process – Communication Mix - Managing Advertising Sales Promotion - Public relations and Direct Marketing - Sales force – Objectives-structure, Size and compensation.

UNIT – V:

Marketing Organization and Control: Evolution of Marketing Department - Organizing and Marketing Implementation - Control of Marketing Performance – Annual Plan Control - Profitability- Efficiency and Strategic Control.

Relevant cases studies will be discussed in each unit.

Text Books

1. Lamb, Hair, Sharma: “MKTG” Cengage Learning, New Delhi, 2013
2. Phillip Kotler: “Marketing Management “, Pearson Publishers, New Delhi, 2013.

References

3. Rajan Sexena: “Marketing Management”, Tata McGraw Hill, New Delhi, 2012.
4. R. Srinivasan: “Case Studies in Marketing”, PHI Learning, New Delhi, 2012.
5. Tapan K Pand: “Marketing Management”, Excel Books, New Delhi, 2012Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “Marketing”, Oxford University Press, Chennai, 2013.

BEHAVIOURAL FINANCE

	L	T	P	C
Course Code: HSS PhD103	3	0	0	3

Course Objectives:

- COB 1: To help students appreciate the limitations of ‘rational’ models of investment decision making
- COB 2: To introduce students to an alternate framework for understanding price discovery in the markets.
- COB 3: To help students identify persistent or systematic factors that influence investment behaviour

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Identify and apply psychological concepts to financial markets and financial decision – making.
- CO 2: Explore behavioural corporate finance, considering financial, investment and dividend policy decisions and contrasting traditional and behavioural approaches.
- CO 3: Promote more efficient financial decisions for investors, professional traders and corporates.
- CO 4: Apply knowledge to infer about human decisions influencing their decision making.
- CO 5: Lead independently or as part of a team in assessing biases in individual and corporate decision making

UNIT – I:

Introduction to Behavioural finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential and Hyperbolic discounting

UNIT –II:

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

UNIT – III:

Behavioural Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioural factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

UNIT – IV:

Behavioural Corporate Finance: Behavioural factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to

using behavioural factors in corporate decision-making. External Factors and Investor Behaviour: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation

Text Books

1. Chandra, P. (2017). *Investment analysis and portfolio management*. Mc Graw-hill education.
2. Chandra, P. (2020). *Behavioural Finance*. McGraw-Hill Education.
3. Sulphey, M. M. (2014). *Behavioural finance*. PHI Learning Pvt. Ltd.

References

1. Thaler, R. H. (Ed.). (2005). *Advances in behavioural finance, Volume II* (Vol. 2). Princeton University Press.
2. Baker, H. K., & Nofsinger, J. R. (Eds.). (2010). *Behavioural finance: investors, corporations, and markets* (Vol. 6). John Wiley & Sons.

SEMINAR COURSE

	L	T	P	C
Course Code: HSS PhD106	1	0	0	1

Course Objectives:

- COB1:** To familiarize students more extensively with the methodology of their chosen subject.
- COB2:** To accustom students with the practice of making and defending academic arguments verbally as well as in writing.
- COB3:** To familiarize students with the practice of giving, receiving, and incorporating feedback from instructors, subject experts, and academic peers.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Produce a seminar paper.
- CO2:** Present the objectives, methodology, and findings of her seminar paper.

Course Description:

The course focuses on a specialized subject area based on the research interest of a student. Students are expected to participate in class discussions and give presentations. The course content or syllabus is framed by both the course instructor and the student mutually by making a reading list. The course should lead to a seminar paper that may become a part of a student's doctoral thesis.

Course Components:

Reading List based on a student's research topic.

Suggested Books:

Books and Journal articles in the reading list based on a student's research topic.

ENTREPRENEURSHIP AND INNOVATION

	L	T	P	C
Course Code: HSS PhD107	3	0	0	3

Course Objectives:

COB1: To explain the various concepts and emerging paradigms in the field of entrepreneurship.

COB2: To define entrepreneurship in light of various theories and models.

COB3: To illustrate the role of creativity and innovation in entrepreneurship.

COB4: To explain the role of various governmental and non-governmental institutions in entrepreneurial development.

Course Outcomes:

At the end of the course, student will be able to:

CO 1: Describe the meaning and concepts of entrepreneurship and innovation.

CO 2: Explain entrepreneurship in light of various theories and models.

CO 3: Understand the role which creativity and innovations play in entrepreneurship.

CO 4: Illustrate the role of Institutional Support to Entrepreneurs and MSMEs in Indian context.

UNIT 1:

Entrepreneurship: Importance and growth-Characteristics of entrepreneurs-Ethical and social responsibilities of entrepreneurs- Challenges and opportunities of different forms of entrepreneurship-Entrepreneurial motivation

UNIT 2:

Theories of entrepreneurship- Schumpeter's Theory of Innovation- Economic Theory of Entrepreneurship- Resource based, Opportunity based, psychological and Sociological theories of entrepreneurship

UNIT 3:

Creativity and Innovation- Different sources of idea generation-Lean start-up methodology-disruptive innovation- Innovator's DNA- Design thinking- Why innovations fail-Role of creativity and innovation in entrepreneurship.

UNIT 4:

Institutional Support to Entrepreneurship and MSMEs: Role of Government - Role of Financial Institutions-Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions offering Entrepreneurial Development Programme.

Suggested Books:

1. Kumar, A. (2012). *Entrepreneurship: Creating and leading an entrepreneurial organization*. Pearson Education India. First Edition.
2. Rao, T., & Kuratko, D. (2012). *Entrepreneurship*. Cengage learning India. First edition.

3. Ramachandran, K. (2012). *Entrepreneurship Development*. McGraw Hill Education India.
4. Rajeev Roy (2020). *Entrepreneurship*. Oxford University Press India. Third Edition.

Human Resource Management (HRM) & Organisational Behaviour (OB)

	L	T	P	C
Course Code: HSS PhD108	3	0	0	3

Course Objectives:

COB1: To acquaint scholars with the concepts of HRM &OB

COB2: To familiarize the scholars with the concepts of recruitment, selection and motivation.

COB3: To acquaint scholars with concepts of leadership in organization.

COB4: To familiarize scholars with the interactions between work, family and wellbeing.

Course Outcomes:

At the end of the course, scholars will be able to:

CO1: Interpret basic concepts of HRM and OB

CO2: Understand the recruitment and selection process in Organizations.

CO3: Understand the differences between different leadership styles.

CO4: Understand how work and family may have different interactions in terms of conflict, balance and enrichment.

Unit I

Human aspect of management; Human resource management- concept, scope and importance; Organisational Behaviour- Concept, scope and importance; Disciplines contributing to the field of OB; Historical Background- Hawthorne studies, International Context of HRM: Cross-cultural Management, Organisational change Management.

Unit II

Recruitment; Factors affecting recruitment; Sources of recruitment (internal and external); Basic selection model; Psychological tests for selection; Interviewing; Placement and induction; Personality, Values and Attitudes; Management's assumptions about people- McGregor's Theory X and Theory Y. Motivation - Maslow's Need Hierarchy, Herzberg's Two Factors Theory.

Unit III

Leadership Concept, Leadership Styles, Main Leadership Traits, Great Man Theory, Behavioural Theory, Trait Theory and Contingency Theory of Leadership, Full Range Leadership Model (Multifactor Leadership Model).

Unit IV

Work family Interface: Work-family conflict, Work-family balance, Work-family Enrichment; Antecedents and consequences of Work family interface; wellbeing at work.

Suggested Readings

Books (Latest Edition)

1. Robbins, Stephen P., Organizational behavior, Prentice-Hall of India. New Delhi.
2. Fred Luthans, Organizational Behavior, Tata McGraw-Hill New Delhi.
3. Dessler, Gary., Human Resource Management, Pearson/Prentice Hall.

Journals

1. Harvard Business Review, HBR, UK
2. International Journal of Human Resources Management, UK
3. Stress & Health, Wiley online library
4. Journal of Occupational & Organizational Psychology, Wiley-Blackwell, US
5. South Asian Journal of Business Studies, Emerald publishing.

FUNDAMENTALS OF MANAGEMENT

	L	T	P	C
Course Code: HSS PhD109	3	0	0	3

Course Objectives:

COB1: To familiarize students with the basic concepts, principles and definitions of management.

COB2: To acquaint scholars with the various concepts of organizational change and development.

COB3: To accustom scholars with the methods and tools which are used in the strategy formulation and implementation processes.

Course Outcomes:

At the end of the course, scholars will be able to:

CO1: Describe and Interpret basic concepts and theories of management.

CO2: Identify and evaluate the concepts of change and development.

CO3: Determine the meaning of Vision and Mission statements of organizations.

Unit-I: Evolution of management Thought-Classical, Behavioural and Management Science Approaches; The Hawthorne Studies; Systems and Contingency Approach for understanding organizations; Application of Management thought to the current scenario; Managerial Process, Functions; Managerial Skills and Roles in Organizations.

Unit-II: Organizational Effectiveness; Critical issues of organizational effectiveness; Various approaches to measuring effectiveness; Value creation process by organization; Organizational Change-Change Process; Types and forms of organizational change; Forces for change, Resistance to change, Relationship among organizational change, design and effectiveness.

Unit-III: Nature, scope, and relevance of strategic management; strategy v/s operation decisions, Strategic decision-making process. Building organization's vision, mission: Porras's BHAG framework-core purpose and core value, Prahalad's concept of Strategic intent. Hamel's framework of Core-competence.

Text and Reference Books:

1. Kumar, Rao, Chhalill: *Introduction to Management Science*. Cengage Publications, New Delhi

2. Dilip Kumar Battacharya, *Principles of Management*, Pearson, 2012.
3. David, Fred R., and Forest R. David. “*Strategic management: Concepts and cases: A competitive advantage approach.*” Pearson, 2013.
4. John A PearceII, Amita Mital: “*Strategic Management*”, TMH, New Delhi, 2012.
5. Michael E. Porter, “*What Is Strategy?*” Harvard Business Review 74, no. 6 (November– December 1996), pp. 65–67.
6. Cynthia A. Montgomery, “*Putting Leadership Back into Strategy,*” Harvard Business Review 86, no. 1 (January 2008).
7. James C. Collins and Jerry I. Porras, “*Building Your Company’s Vision,*” Harvard Business Review 74, no. 5 (September–October 1996), pp. 65–77.
8. Cummings: “*Theory of Organisation Development and Change*”, Cengage Learning, New Delhi, 2013.
9. Robert A Paton: *Change Management*, Sage Publications, New Delhi, 2011.

ADVANCED BUSINESS ECONOMICS

	L	T	P	C
Course Code: HSS PhD110	3	0	0	3

Course Objectives:

COB1: To acquaint scholars with the concepts of Micro and Macro Economics

COB2: To enable scholars to apply rich body of economic theory in policy making.

COB3: To accustom scholars in using economic tools for optimal allocation of resources.

Course Outcomes:

At the end of the Course, scholars will be able to:

CO1: Describe and interpret economic concepts.

CO2: Identify and evaluate relevant economic issues and information.

CO3: Demonstrate the importance and applications of economic approaches in policy making.

CO4: Generate and evaluate possible solutions to economic problems.

Unit-I: Introduction to Microeconomics and Macroeconomics, Demand analysis and theory, demand function, the Law of demand, individual and market demand, determinants of demand, elasticity of demand, consumer's surplus, indifference curve analysis. Production and cost analysis, production function, the isoquant. Law of Diminishing Returns, economies of scale, classification of costs, average-- marginal relationships, long--run and short--run cost functions

Unit-II: Market structures, price determination under perfect competition, monopoly, monopolistic competition and oligopoly, price discrimination. Theory of Distribution/ Theory of Factor Markets. Externalities and public goods. Adverse selection. Moral hazard. General equilibrium and welfare economics

Unit-III: National Income Accounting Methods. Classical Model, Keynesian Model. Goods and Financial Markets. Financial Markets. Banks and monetary policy. Labour Markets. Rational expectations. Economics of Growth.

Unit IV: Modelling Economic data. Classical linear regression model. Univariate and Multivariate time series modelling and forecasting. Modelling long-run relationships. Modelling volatility and correlation. Panel data. One-way and Two-way Error Component Regression Model.

Text and Reference Books:

1. Pindyck, Robert S., and Daniel L. Rubinfeld. *Microeconomics*. Pearson Prentice Hall.
2. Olivier Blanchard, *Macroeconomics*, Pearson Education.
3. Michael Parkin, *Economics*, Pearson.
4. Damodar N. Gujarathi: *Basic Econometrics*, New Delhi: Tata McGraw Hill.

5. Chris Brooks: *Introductory Econometrics for Finance*, Cambridge University Press
6. Dornbusch, Fisher and Startz, *Macroeconomics* Tata McGraw Hill. New Delhi
7. Baltagi, Badi Hani. *Econometric analysis of panel data*. John Wiley & Sons.

List of Journals:

1. *Econometrica*
2. *American Economic Review*
3. *Journal of Economic Literature*
4. *Journal of Financial Economics*
5. *Journal of Political Economy*.

ADVANCED FINANCIAL MANAGEMENT

	L	T	P	C
Course Code: HSS PhD111	3	0	0	3

Course Objectives:

COB1: To acquaint scholars with the concepts of Financial Management

COB2: To enable scholars to apply rich body of financial theory in corporate decision and policy making.

COB3: To accustom scholars in using the concepts of finance for creating value for shareholders

Course Outcomes:

At the end of the course, scholars will be able to:

CO1: Interpret basic concepts of Financial Management

CO2: Apply the concepts of finance for corporate decision and policy making.

CO3: Understand how to use finance theory for shareholders value creation

Unit-I Financial goal of the corporation; time value of money; Capital Budgeting: Nature of investment decisions; investment criteria; capital rationing. Cost of capital: Corporate financing: common stock, debt; financial markets & institutions. Effects of financial leverage. Working capital management & marketable securities. Payout policy. Mergers

Unit II: Investment fundamentals; risk/return analysis, relationship between risk and return, Portfolio theory, capital assets pricing model (CAPM); efficient market hypotheses, alternative market hypotheses, Valuation process: economic analysis, industry analysis and company analysis; Technical analysis: introduction, Dow Theory, support & resistance, volumes, moving averages, single & multiple candlestick pattern, other chart types; indicators; the Fibonacci retracements.

Unit III: Introduction to Derivatives Concept, types of derivatives: forward commitments, contingent claims; Forward Contracts Nature and structure of forward contracts, delivery and settlement of contracts, pricing and valuation of forward contracts. Futures Nature of futures contracts, Pricing and Valuation of futures; Options: Characteristics of options, types of options, option payoffs. Option Pricing; Option Strategies; Swaps Characteristics of swap contracts; features of the currency, interest rate, and equity swap; Pricing of Swaps

Unit IV: Modelling financial data. Types of data; Classical linear regression model. Regression versus correlation. Precision and Standard. Statistical inference. Hypothesis testing. Panel data. What panel techniques are available? The One-way Error Component Regression Model. The Two-way Error Component Regression Model. Test of Hypotheses with Panel Data. Dynamic Panel Data Models. Nonstationary Panels

Text and Reference Books:

1. Brealey, Richard, Stewart Myers, and Franklin Allen. *Principles of Corporate Finance*. New York, McGraw Hill.

- 2 Bodie, Zvi, Alex Kane, and Alan Marcus. *Investments*, McGraw-Hill/Irwin Reference Books
3. Damodar N. Gujarathi: *Basic Econometrics*, New Delhi: Tata McGraw Hill.
4. Van Horne, J.C. and J.M. Wachowicz Jr., *Fundamentals of Financial Management*, Prentice Hall, New Delhi.
5. John C. Hull, *Options, Futures and other Derivatives*, Pearson Education, New Delhi.
6. Chance, *Introduction to derivatives and Risk Management*, Thomson Learning.
7. Reilly, Frank K. and Brown, Keith C. *Investment Analysis & Portfolio Management*, OH, USA: Thomson South—Western.
8. Baltagi, Badi Hani. *Econometric analysis of panel data*. John Wiley & Sons.

List of Journals

1. Journal of Corporate Finance
2. Journal of Finance
3. Journal of financial analysis