

**Devi ahilya University Indore**  
**Ph.D. (Commerce) Course Work Syllabus**  
**Code-PHD-001**

**1. *Research Methodology ( 4 Credits)***

**Objectives :** This paper is helpful to understand the basic philosophical assumptions underlying research. Be able to manage the process of conduction a research including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.

**Examination Scheme :**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

1. Meaning of research in Commerce : Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.)
2. Research Methodology, methods and Techniques – difference among them, the logical framework of investigation, the nature of problem and appropriate methodology, macro-level vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or non-participant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.
3. Formulation of research problem- identification and rationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.
4. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, reference and bibliography.
5. Simple concept of probability and theoretical frequency distribution, (Binomial, Normal & Poison)

**Reading List :**

P.C. Tripathi; : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons  
Goodle William J, Hatt Paul K, : Methods in Social Research, McGraw – Hill Book Company.  
Bhattacharyya D.K. Research Methods, Excel Books  
Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

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**Code-PHD-002**

***2. Review of published research in the relevant field (3 Credits)***

**Objectives :** Understand the basis philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom and how ? Be able to manage to process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. Be able to write a quality literature review with variations in references. Citation style.

**Examination Scheme :**

At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by two examiners.

**Course Content –**

**Understanding Review of literature :** Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review.

**Organizing a literature search :** Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for , locating and organizing relevant professional.

**Conducting the Review :** Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question;

**Synthesizing the Review :** Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings.

**Writing the review :** Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

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**3. *Computer Application ( 3 Credits)***

**Objective :** The candidate should gain sufficient practical knowledge for use of computer software for use in research work.

**Examination Scheme :**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Basic knowledge of application software's in MS-Office with focus on

1. MS-Word –its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.
2. MS- Excel – construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.
3. MS-Power point – Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.
4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.
5. Use of internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.

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**Advance course in the subject of Research (3 Credits)**

**Objectives :** This paper is helpful to develop the research problem, its analytical tools and techniques to test the hypothesis and analyze the problem.

**Examination Scheme :**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

**Course Content –**

1. Review of statistical tools/methods for social research – for univariate and bivariate analysis, F- Test, ANOVA-one way and two way. Significance of correlation coefficient, significance of regression coefficient.
2. Formulation of Hypothesis – criteria of a good hypothesis, types of research hypothesis, advantages of Hypothesis. Hypothesis testing procedure, Types I and II Error, Concept of Significance. One sample parametric tests, two sample parametric tests – Test of significance for large and small samples – Student's – 't' test and Z-test, tests for Mean and difference between means and difference between proportions.
3. Non parametric tests – Chi-square test-  $\chi^2$ , Mann – Whitney Test : U, Wilcoxon Signed Rank Test :T.
4. E-commerce tools & techniques : E-Commerce framework, application, Electronic payment system(EPS) & its types, smart cards and credit cards, Electronic data interchange (EDI), Value added networks, e-commerce catalog's or directories mobile commerce.