



**RK University (Pre-registration coursework for PhD program)**

**Program – PhD (Management)**

**Concerned Dean – Dr. Dharmesh Raval(Email: [dharmesh.raval@rku.ac.in](mailto:dharmesh.raval@rku.ac.in))**

<b>Sr. No.</b>	<b>Subject</b>	<b>Contents</b>	<b>Method of evaluation</b>	<b>Credits</b>
1.	Research Methodology	Common for all subjects	Written examination (3 hrs)	4
2.	Article & Case Analysis	For PhD scholars with management related background	Written examination (3 hrs)	4
3.	Literature Review	Review of literature for the PhD research topic	Presentation + Detailed report in hard copy	3
Total				11

**Notes:**

1. In addition to MBA degree, a candidate having M.Com (or equivalent PG degree) or PG diploma in Management (fulltime course or equivalent) with at least 55% marks or equivalent CGPA, can join PhD (Management) program, subject to fulfillment of other norms specified in Academic Regulations of Doctor of Philosophy program of RK University.
2. The admission process of PhD program will comprise of 2 stages viz. (a) admission to PhD program (b) final registration in PhD program.
3. A successful PhD candidate (RAT examination) will be admitted to PhD program after paying admission fees (Rs. 60000/-) and upon allocation of a PhD guide by RK University.
4. An admitted PhD candidate will have to submit synopsis and presentation of his/her actual research project (in consultation with the PhD guide approved and allocated by RK university) before Doctoral Research Committee (DRC) within 6 months from date of admission (date will be declared by university).
5. An admitted PhD candidate will be registered after earning minimum of 11 credits as per above mentioned course-work structure.
6. The candidate will acquire credit of a subject on passing the examination that will be conducted at the end of 6 months (date will be declared by university).
7. On acquiring required credits, an admitted candidate will be issued a certificate of registration (along with project title) by RK University.

Course Title	Research Methodology
Description	
	<ol style="list-style-type: none"> <li data-bbox="305 268 1435 388"> <p><b>1. The Nature of Business and Management Research</b> The nature of research, Management research and its applications in Business Decision, The research process, Features of Good Research Study</p> </li> <li data-bbox="305 422 1435 583"> <p><b>2. Formulating and Clarifying the Research Topic</b> Introduction of the Research topic, Attributes of a good research topic, Generating and refining research ideas, Turning research ideas into research problems, writing of a research proposal</p> </li> <li data-bbox="305 617 1435 737"> <p><b>3. Review of Literature</b> The critical review, Literature sources, Planning your literature search strategy and executing it, Obtaining, evaluating and recording the literature, plagiarism</p> </li> <li data-bbox="305 770 1435 932"> <p><b>4. Understanding Research Philosophies and Approaches</b> Different research approaches, Questions for Discussion, Philosophical Assumptions, Paradigms or world views, Interpretive communities and the different Theories</p> </li> <li data-bbox="305 966 1435 1085"> <p><b>5. Formulating the Research Design</b> The purpose of your research, Time Horizons, Credibility of research findings, Classification of research designs</p> </li> <li data-bbox="305 1119 1435 1239"> <p><b>6. Secondary Data Collection Methods</b> Types of Secondary data, Research Application of Secondary Data, Benefits and Drawbacks of Secondary Data, Evaluation of Secondary Data</p> </li> <li data-bbox="305 1272 1435 1497"> <p><b>7. Collection of Primary Data</b> Premise for using Qualitative Research Methods, Distinguishing Qualitative from Quantitative Data Methods, Primary data collection through Observation Method, semi-structured, in-depth and group interviews, Focus Group Discussion, Projective Techniques and Questionnaires.</p> </li> <li data-bbox="305 1530 1435 1650"> <p><b>8. Sample Selection</b> Issues in Sampling, Sampling Design, Different sampling techniques, Probability and Non-probability Sampling</p> </li> <li data-bbox="305 1684 1435 1803"> <p><b>9. Measurement Scaling</b> Nature and characteristics of Good Measurement Scales, Selecting Measurement Scales, Rating Scales</p> </li> </ol>

## **10. Analyzing the Data**

Preparing, in putting and checking data, exploring and presenting data, describing data using statistics, Examining relationships, differences and trends using statistics (Parametric and non para metric test)

## **11. Hypothesis Testing**

Testing of Hypothesis, Statistical Significance, Test of Significance

## **12. Report Preparation, Writing and Presentation**

Getting started with writing, Structuring your project report, organizing the content, Several Rhetorical Issues, Reflectivity and representations in writing, Encoding and Quotes in the Writing, Narrative research structure, developing an appropriate writing style, presentation of the report.

### **Reference Books:**

1. Donald Cooper; Pamela Schindler (2010), Business Research Methods(9<sup>th</sup> Edition), Tata McGraw Hill
2. Deepak Chawla & Neena Sondhi; Research Methodology-Concept and Cases, Vikas Publishing House
3. Mark Saunders; Philip Lewis; Adrian Thornhill (2011), Research Methods for Business Students(5<sup>th</sup> Edition), New Delhi, Pearson Education
4. John W. Creswell (2007), Qualitative Inquiry & Research Design(2<sup>nd</sup> Edition), Thousand Oaks, SAGE Publications

Course Title	Article & Case Analysis
Description	
<p data-bbox="297 306 1429 478">Business / Economy article narrates a situation or status of a company, sector, economy, etc. It presents an overview of micro and macro-economic environment and presents critical aspects of business, management, strategy, etc and how several things overlap each other in actual scenario.</p> <p data-bbox="297 537 1429 800">A case is a description of an administrative decision or problem that people are trying to solve or record of an issue that actually has been faced by people involved eg. Managers, executives, doctors, engineers, accountants together with the surrounding circumstances, facts, opinions and prejudices on which executive decisions depend. It is usually written from the point of view of the decision maker.</p> <p data-bbox="297 863 464 894"><b>Evaluation:</b></p> <ol data-bbox="310 932 1414 1289" style="list-style-type: none"><li data-bbox="310 932 1182 963">1. Answering the questions asked at the end of the article / case</li><li data-bbox="310 989 1414 1077">2. Assessing the ability of scholars to understand the situation and analyzing and interpreting it in different perspectives.</li><li data-bbox="310 1102 1386 1190">3. Case involves an issue/problem from the real life situation for which a viable solution need to be explored.</li><li data-bbox="310 1215 1305 1247">4. Scholars are expected to write precise answers without using verbose.</li><li data-bbox="310 1272 1370 1289">5. Scholars can develop their own framework to solve given problem in a case</li></ol>	