

**Board of Studies in Management (Faculty of Management Studies)
Vikram University, Ujjain**

**Ph.D COURSE WORK IN BUSINESS MANAGEMENT
SESSION 2018-19**

**SCHEME OF PAPERS/EXAMINATION
(As per Common Ordinance No.11, Item No.- 11(e) and (f))**

Paper	Title of Papers	End Semester Exam Marks	CCE Marks	Total Marks	Credits
Paper I : MBACW01	Research Methodology	60	40	100	4
Paper II : MBACW02	Computer Applications	60	40	100	3
Paper III: MBACW03	Advance Course in Marketing Management	60	40	100	3
Paper IV: MBACW04	Review of Published Research in the Relevant Field	60	40	100	3
Paper V : MBACW05	Comprehensive Viva-Voce	-	-	100	3
TOTAL				500	16

Notes :

1. The candidate has to obtain a minimum of 55% of marks or its equivalent grade points in the aggregate in the course work in order to be eligible to continue in Ph.D.Program.
2. If a candidate obtain ""F" or "Ab" grade in the course/subject, he /she will be treated to have failed in that course. He/She has to reappear in the examination in the next semester.
3. If candidate further fails in the course, he/she shall not be given another chance and s shall be out of the Ph.D.Program
- 4.CCE shall consist of Internal Test(s)/Assignment(s) as decided by the HOD/Director.

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PAPER I : MBACW01 - Research Methodology

1. Concept of Research, Scientific Approach to Research, Types of Research.
2. Research Process and Planning for Research. Review of Literature.
3. Defining Research Problem. Sampling. Hypotheses Formulation. Testing of Hypothesis.
4. Sources / Methods of Collecting Primary and Secondary Data: Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
5. Research Report Writing. Ethics in Research.
6. Quantitative Techniques of Data Analysis I: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean.
7. Quantitative Techniques of Data Analysis II: Coefficient of Correlation, Regression Analysis. Discriminant Analysis.
8. Quantitative Techniques of Data Analysis III: Application of ANOVA, ANOCOVA, Multivariate Analysis, t-test, z-test, F-test, Chi-square test.

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D. Umesh
20/08/2019

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20/6/19

PAPER II: MBACW02: Computer Applications


1. Computer Application in Research: Elementary knowledge of Statistical Analysis Using Software Packages such as SPSS, Minitab etc.
2. Computer Application in Research: Knowledge of MS Office Application.
3. Knowledge of Internet Application, and Knowledge of Application of Data-bases of research Publications such as EBSCO, PROQUEST, JSTOR, CENAGE LEARNING, Science Direct etc.
4. Management Information System: Basic Concepts.
5. Business Analytics: Basic Knowledge.

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D. Wright
20/06/2019
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PAPER III : MBACW03 :Advanced Course in Marketing Management

- Marketing Information System.
- Market Segmentation and Targeting.
- Buying Behaviour.
- Models of Consumer Behaviour / Buying Behaviour. Various Aspects of Consumer Behaviour.
- Application of Consumer Behaviour. Issues in Formulation of Different Marketing Strategies.
- Understanding Consumer & Industrial Markets
- Product Decisions.
- Pricing Decisions.
- Channel Management.
- Sales Promotion Management.
- Advertising: Types of Media, Media Planning, Media Selection and Strategy.
- Advertising Planning and Strategies.
- Legal, Ethical and Social Aspects of Advertising.
- Creative Advertising.
- Advertising Firms in India and Abroad.
- Marketing of Services.
- Relationship Marketing.
- Marketing of Retail Business.
- B2B Marketing
- Product : Definitions & Features, Product Levels, Classification of Products , Individual Product Decisions, Difference between Consumer Products and Industrial Products , Consumer Adoption Process, Product Differentiation
- New Product Development: Factors Contributing to a new Product Design, New Product Development Process, Product Life Cycle, Factors Affecting Product Mix, Product Mix Strategies, Product Positioning
- Brand Elements: Classification of Brands, Brand Identity,, Brand Image, Brand Personality, Brand Architecture, Brand Equity, Brand Loyalty Pyramid, Brand Equity, Factors Influencing Brand Equity, Different Methods of Brand Equity Measurement, Brand - Customer Relationship.
- Successful Brands: Characteristics of Successful Brands, Brand Strategies, Consumer Perceptual Space & Clutter, Brand Positioning, Brand Extension Strategies, Brand - Product Relationship, Brand Revitalization.
- Other Branding Issues: Concept and characteristics of Industrial Brands, Brand Building Issues in Services, Concept of a Retail Brand ,Key Issues in Building Retail Brands, Classification of Retail Formats, Ethics in Branding and Retailing, Marketing Research in Product and Brand Management Areas.
- Analysis of International Marketing Environment. India's Current Export Import Policy, Recent Trends in India's Foreign Trade, Institutional set-up for Export Promotion, Export Houses, Export Documentation and Procedure.
- International Marketing Research, Organisational Structures in Foreign Market, Managing International Marketing Communication and its Sales Force, Emerging Trends in International Retail Business.
- Overseas Market- Product Strategy, International Product Life Cycle, Pricing Decisions, Distribution Channel Decisions and Promoting Products for Exports including Fairs and Exhibitions.
- Letter of Credit, Credit Risk Insurance with Reference to ECGC- Functioning & Evaluation, Functioning of WTO, UNCTA

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PAPER IV : MBACW04 : Review of Published Research in the Relevant Field

The candidate will be required to make extensive survey of published literature (earlier research) relevant to the chosen topic of research which appear in referred research journals of national and international repute, edited books, reference books, monographs, working papers, survey / study reports, dissertations / theses published in book form, and books / reports containing proceedings of national and international conferences / seminars / symposiums. The candidate will be required to include a minimum of least 20 research publications relevant to the topic of research. Every candidate of the program shall be required to submit three copies of the Report duly approved by the Supervisor of the candidate to the HOD/Director of the Institute.

The following Committee shall evaluate the Review of Published Research Work in the relevant field (60) + Oral Presentation (40) as below :-

- (1) Head School of Studies/Institute/Department
- (2) Supervisor
- (3) Dean/Chairman Board of Studies

(Vikram Univ Letter No Kramank/Academic/Sammilan/2019/075 dtds 16/5/19)

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PAPER V : MBACW05 : Comprehensive Viva voce

Comprehensive Viva voce of the concerned candidates shall be conducted at each Research Centre duly approved by the University as per the provisions regarding Comprehensive Viva-Voce as stated in CBCS Ordinance No 14.

(Vikram Univ Letter No Kramank/Academic/Sammilan/2019/075 dtds 16/5/19)

S. Sai



D. S. Meher
20/08/2019

U. L.
20/6/19