



School of Studies in Commerce

Vikram University, Ujjain(M.P.)

NAAC Grade 'A' University

Revised Course Structure

According to Ordinance no. 11

Revised on dt 29/01/2018

Head of Department
B. S. in Commerce
Vikram University, Ujjain
M.P. - 480010

Ph.D Course Work
Full Time Programme

Ph.D Course Work
Full Time Programme

The School of Studies in Commerce will have choice based credit system(CBCS) in Ph.D Course Work according to ordinance no. 11.

It will contain the following courses

- | | |
|---|-----------|
| 1. Research Methodology | 4 Credits |
| 2. Review of Published Research in relevant field | 3 Credits |
| 3. Computer Applications | 3 Credits |
| 4. Advance Course | 3 Credits |
| 5. Comprehensive Viva | 3 Credits |

The main aim of course is to develop the following skills in students

- Problem Formulation
- Review of Literature
- Investigation
- Determination of Sampling Size
- Questionnaire Preparation
- Evaluation
- Use of Computer Software
- Uses of various analytical tools
- Reasoning
- Comprehension
- Analysis &
- Report writing

Teacher

Teacher

Teacher

School of Studies in Commerce, Vikram University, Ujjain

Ph.D Course Work

Course & Examination Structure

S. No	Course Code	Title of Course	Marks			Credits
			Internal Examination Marks	University Examination Marks	Total Marks	
1	Ph.D. 101	Research Methodology	40	60	100	4
2	Ph.D. 102	Review of Published Research in Commerce	40	60	100	3
3	Ph.D. 103	Computer Application	40	60	100	3
4	Ph.D. 104	Advance Course for commerce research	40	60	100	3
5	Ph.D. 105	Comprehensive Viva-Voce			100	3
		Total			500	16

② Submission of Project Report on review will be examine by the Examiners!

Note: All theory papers are having 40 internal marks based on 3 assessment of 20 marks each of which best 2 will be considered.

The end semester examination will be worth 60 marks having theory and case/practical problems.

Course Work Syllabus

The course contents are as follows

Rakesh
P. K. S.
Abhishek

Research Methodology

Ph.D. 101

1. Research Methodology (4 Credits)

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. Development of induction and deduction, scientific Methods, Paradigm Shift, Radical Thoughts, Objectivity in Research, Ethics in Research, 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 & Poisson)

Reading List :

1. J.K. Sachdeva: Business Research Methodology, Himalaya Publication
2. P.C. Tripathi: : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
3. Goodle William J, Hatt Paul K. : Methods in Social Research, McGraw - Hill Book Company.
4. Bhattacharyya D.K. Research Methods, Excel Books
5. Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

Revised *OK* *ablu*

2. Review of Published Research in the Relevant Field (3 Credits)
Ph.D. 102

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.

References:

1. Sara Efrat Efron , Ruth Ravid , : Writing the Literature Review: A Practical Guide, Guilford Press; edition 2018
2. Ridley, The Literature Review, Edition: 2 Rev ed, Publisher: Sage Publications
3. Lawrence A. Machl, Brenda T. McEvoy : The Literature Review: Six Steps to Success, Corwin, SAGE Publication

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The examination should be done by the

Submission of Review of Lit. of Ph.D. thesis,
or ~~the~~ Reference book or Five Published Research
Papers related to his Research work in a Project form.

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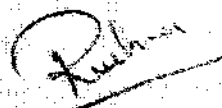
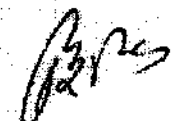

3. Computer Application (3 Credits)
Ph.D. 103

***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.**

References:

- 1. Ashok Arora: Computer Fundamentals and Applications: Vikas Publications**
- 2. Satish Jain: Basic Computer Course Made Simple, BPB Publication**
- 3. Verma J.P. :Data Analysis in Management with SPSS Software, Springer Publication**
- 4. William Edward Wagner : Using IBM SPSS Statistics for Social Statistics and Research Methods, SAGE Publication**

Advance Course for Commerce Research

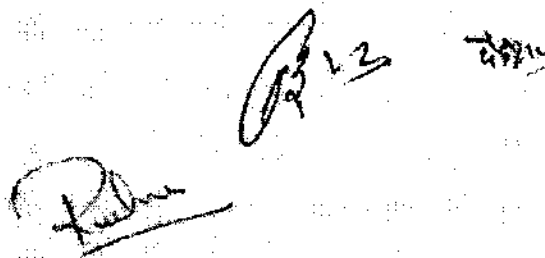
Ph.D. 104

Course Content -

1. **statistical tools/methods for research - for univariate and bivariate analysis, Measures of Central Tendencies, measures of dispersion correlation, regression.**
2. **Formulation of Hypothesis - criteria of a good hypothesis, types of research hypothesis, null hypothesis, alternative hypothesis, advantages of Hypothesis. Hypothesis testing procedure, Types I and II Error.**
3. **Parametric & Non Parametric Test- Concept AND PROCEDURE One sample parametric tests, two sample parametric tests - Test of significance for large and small samples - T test, Z-test and their applications, Chi-square test- χ^2 , F- Test, ANOVA-one way and two way.**
4. **Financial analysis tools and techniques- Ratio analysis, BEP analysis, cash flow statement, common size financial statement, trend analysis.**
5. **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.**

References:

1. **James D. Miller: Statistics for Data Science, Packt**
2. **Robert J. Woz : Data Analytics for Beginners: A Beginner's Guide to Learn and Master Data Analytics : Kindle Edition.**
3. **fundamental of mathematical statistics:S.K Gupta AND V.K Kapoor**

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