



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
PH. D. IN MANAGEMENT

Course Code	Course Name	L - T - P	Credit	Total Marks
PHD – RM01	Research Methodology	4-0-0	4	100
PHD – RPE01	Research and Publication Ethics	2-0-0	2	100
PHD – MGMT01	A. Contemporary Issues in Marketing Management B. Contemporary Issues in Human Resource Management C. Contemporary Issues in Finance	3-0-0	3	100
PHD – MGMT02	Subject Based Case Study Report and Presentation	3-0-0	3	100
	Total	12	12	400



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Course Code: PHD – RM01

Course Name: Research Methodology

Contact: 4L

Credit: 4

Allotted Hours: 60

Course Objective: The primary goal of this course is to introduce the fundamental ideas of research methodology. It discusses the methods and tools that should be used to complete a research project as well as the problems that arise when choosing a research problem. This will also enable the students to prepare report writing.

Pre-requisite: Basic understanding about Research Methodology

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Understand various statistical packages and analyze the sampling techniques to create competency in research techniques.

CO2: Formulate research problem and compare various measurement models to develop proficiency in judging research accuracy.

CO3: Design experimental hypothesis through computational techniques and analyze data through model adequacy checking

CO4: Evaluate various qualitative research methods and analyze various case studies through concept and correlation analysis

Module I: Introduction to Research **[12H]**

Methodology and Method, Types of research- Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical, Concept of Interdisciplinary Research, Procedures in research, Identification of the problem- Literature survey, Experimental methods, Quasi-experimental studies-Survey, type of surveys - CATI, CAPI, Mail, Email, Face-to-face, Questionnaire, Discourse analysis, Biographical Data Analysis.

Module II: Sampling and Analysis **[12H]**

Primary and secondary data, Collection and validation, Methods of sampling- Simple random sampling. Stratified random sampling and Systematic sampling, Attitude Measurement- Land Scales, Scaling of attitude, Deterministic attitudes, Measurement models, Summative models.

Module III: Experimental design and Hypothesis **[12H]**

Factorial experimental design, designing experiments, Basic principles-replication, randomization, blocking. Single Factor Experiment: Hypothesis design, Hypothesis testing using z- test, t-test, ANOVA etc., Analysis of Variance Components (ANOVA) for fixed effect model, Sum of squares of treatments (SST), Sum of squares of error (SSE), Degrees of freedom, Confidence interval, ANOVA for random



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effects model, Model adequacy checking.

Module IV: Data Collection and Management **[06H]**

Data Collection, Data Extraction, Data Cleansing, Data Sanity and Data Security.

Module V: Computer Application **[08H]**

Introduction to spread sheet application, Features and functions, using formulas and functions, Data storing. Features for Statistical data analysis, Generating charts/ graph and other features, Power point presentation. Use of software for statistical analysis such as SPSS.

Module VI: Research Report **[10H]** Type

of research report- contents, Steps in drafting, Editing, and evaluating the final draft, Styles for figures, tables, text, quoting of reference and bibliography, Use and format of appendices- Indexing, Structure and presentation of research report, Research ethics, plagiarism.

Reference books:

1. Legal Research Methodology by Manoj Kumar Sinha, Deepa Kharb, LexisNexis, 1st Edition, 2017
2. Research Methodology Methods and Techniques by C.R. Kothari, Gaurav Garg, New Age Publisher, 04th Edition, 2019
3. Fundamentals of Modern Statistical Methods: Substantially Improving Power and Accuracy by Rand R. Wilcox, Springer, 2nd Edition, 2010
4. Design and Analysis of Experiments by Douglas C. Montgomery, John Wiley & Sons Inc., 8th Edition, 2012.
5. The Data Book: Collection and Management of Research Data by Meredith Zozus, Chapman and Hall/CRC; 1st edition, 2017



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Course Code: PHD – RPE01

Course Name: Research and Publication Ethics

Contact: 2L

Credit: 2

Allotted Hours: 30

Course Objective: This course aims to educate research applicants on the philosophy of research, research and publishing ethics, accessibility of papers, and publication misconduct. To find publications that are predatory and engage in dishonest research. to comprehend citation and indexing databases, open access papers, and research metrics (citations, h-index, impact Factor, etc.).

Pre-requisite: Basic understanding about ethical neutrality on publication and copyright issues.

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Develop awareness of research philosophy and illustrate the ethical judgements in research

CO2: Predict the concepts of publication ethics through best practices standards and identify publication misconduct through computational techniques.

CO3: Identify various Journals and Publishers to explore the research work in the appropriate area

CO4: Prepare scientific reports and formulate project proposal to develop competency in designing funding proposals.

Module I: Philosophy of Ethics

[10H]

1. Ethics with respect to science and research.
2. Intellectual honesty and research integrity.
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP).
4. Redundant publications: duplicate and overlapping publications.
5. Selective reporting and misrepresentation of data.

Module II: Publication Ethics

[10H]

1. Publication ethics: definition, introduction and importance.



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2. Conflicts of interest.
3. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types.
4. Violation of publication ethics, authorship and contributorship.
5. Identification of publication misconduct, complaints and appeals.
6. Predatory publishers and journals PRACTICE.
7. Techniques of paraphrasing.

Module III: Research Metrics

[10H]

A. Software tools

Use of plagiarism software like Turnitin, Urkund.

B. Databases

Indexing databases, Citation databases: Web of Science, Scopus, etc.

C. Research Metrics

Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, and Cite Score.
Metrics: h-index, g index, i10 index, altmetric.

Reference books:

1. The Ethics of Teaching and Scientific Research, Sidney Hook, Paul Kurtz, and Miro Todorovich, Prometheus Books, 1977
2. Research Ethics: A Psychological Approach, Barbara H. Stanley, Joan E. Sieber, Gary B. Melton, University of Nebraska Press, 1996
3. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis, Jeffrey A. Gliner, George A. Morgan, Nancy L. Leech, Routledge, 2nd Edition, 2009
4. Ethics and Values in Industrial-Organizational Psychology by Joel Lefkowitz Lawrence Erlbaum Associates, 2003.

Note: Latest references will be added by the teaching faculty during the class



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Course Code: PHD – MGMT01A

Course Name: Contemporary Issues in Marketing Management

Contact: 3L

Credit: 3

Allotted Hours: 45

Course Objective: The course aims to develop understanding of the Modern-day marketing functions in the corporate enterprises and various research and policy implications. To develop knowledge and understanding of Ph.D. students on the various aspects of modern marketing management. To enable students to identify research issues in the specialization area. To develop insight of students as to the area and topic in the area that they may work up to develop their Ph.D. proposals.

Pre-requisite: Knowledge about modern marketing functions.

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Understand and analyze the modern marketing opportunities.

CO2: Identify and explain the scope of services marketing.

CO3: Analyze and distinguish various marketing metrics for better understanding of the growing market.

CO4: Appraise and debate on the emerging issues in marketing.

Module I: Orientation of Modern Marketing and Analyzing Market Opportunities: [09H]

Marketing Tasks and Approaches to Modern Marketing, Marketing Challenges, Marketing information system and its application in Marketing Research, Strategic Planning in Marketing Management.



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Module II: Service Marketing: **[09H]**

Problems in marketing of Services. Marketing Strategies for Service Firms. Emerging issues in Service Marketing: Medical Tourism, Service Segmentation, Relationship Marketing, Application of GAP model.

Module III: Marketing Analytics: **[09H]**

Basics of Block Chain, Tools-tips and white matters, Product Intelligence, Customer trends and preferences, Marketing analytics challenges.

Module IV: Retail Marketing & Supply Chain Management: **[09H]**

Retailing in India, new role of retailers, Indian retail scenario and its future prospects, the factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer, Impact of distribution channels and their changing role in business scenario, Integrated dashboard model in changing business scenario.

Module V: Emerging Issues in Marketing: **[09H]**

Green Marketing, Holistic Marketing, Neuro Marketing, Affiliate Marketing, Social marketing, Social media marketing.

Reference books:

1. Principles of Marketing, Kotler Philip & Armstrong, G., Prentice-Hall of India, 2008.
2. Marketing Management, Saxena Rajan, Tata McGraw-Hill Publishing Co. Ltd., 3rd Edition
3. Principles of Marketing, Kotler Philip & Keller, Prentice-Hall of India, 2007



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Course Code: PHD – MGMT01B

Course Name: Contemporary Issues in Human Resource Management

Contact: 3L

Credit: 3

Allotted Hours: 45

Course Objective: The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrating the steps necessary for effective implementation. Upon completion, the Ph.D. student should be able to indicate and explain various research issues in HR interventions that may be required when dealing with the work environment, people and problems.

Pre-requisite: Knowledge about different areas of HR practices.

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Identify and describe the challenging areas in the field of HR in the present scenario.

CO2: Determine and articulate the role of human mind in organizational development.

CO3: Analyze the recent trends in HRD and appraise the same for its application and development.

CO4: Contrast and compare the emerging trends in HR with traditional HR practices.

Module I: Issues and Challenges of Human Resource Management: [15H]

Framework of HRM in the present scenario, Training and Development and its future prospect, Competency mapping, Tools of HRD.



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Module II: Organizational Change & Development:

[10H]

Quality of Work Life, Organization Culture, Organizational Development, Organizational Psychology.

Module III: HR Analytics:

[10H]

Social Security Analytics, People Analytics, Descriptive Analytics using data in HR, HR Dashboard.

Module IV: Contemporary Issues in Human Resource Management:

[10H]

Neuro HRM, Green HRM.

Reference books:

1. Human Resource Management, Garry Desseler, Prentice-Hall India Pvt. Ltd., New Delhi, 10th Edition.
2. Personnel Management, Edwin B. Flippo, McGraw-Hill Book Company, 6th Edition.
3. Human Resource Management - Gaining A Competitive Advantage, Raymond Noe, Wright, Gerhart & Hollenbeck, Tata McGraw - Hill Publishing Company Ltd., New Delhi, 5th Edition.
4. Human Resource Management, Snell Scott & Bohlander George, Cenage Learning India Pvt. Ltd., New Delhi.



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Course Code: PHD – MGMT01C

Course Name: Contemporary Issues in Finance

Contact: 3L

Credit: 3

Allotted Hours: 45

Course Objective: The objective of the course is to familiarize the students with the advanced knowledge in the discipline of financial management. The course has been designed to provide the research students with knowledge of emerging issues and trends in financial issues and new innovations in the financial sector. The emphasis in the course will be on the practical knowledge along with the conceptual understanding of the subject. The course also aims at providing an international perspective in the field to the students.

Pre-requisite: Knowledge about different aspects of finance.

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Understand and analyze the contemporary issues in Financial areas.

CO2: Identify and examine different research work relating to the existing issues in Finance.

CO3: Classify and apply the optimum utilization for effective Finance practices leading to Sustainable growth.

CO4: Analyze and justify the challenges faced by Financial Practitioners.

Module I: Issues in Financial Management

[09H]

Financial Strategy, Implications of Capital Budgeting, Capital structure and dividend policy on corporate strategy, Social Capital.

Module-II: Issues in Corporate Restructuring:

[09H]

Research Issues in Corporate Restructuring, Business Valuation and its implications.

Module-III: Financial Auditing:

[09H]

Financial Scam, forensic Accounting.

Module-IV: Financial Inclusions & its Key Components:

[09H]

Financial inclusion: Relevance for development, Various initiatives by Government and Non-Government Agencies, Financial literacy policies and practices, Role of RBI and SEBI, Role of Micro Financial Institutions in Financial Inclusion.



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Module-V: Contemporary Financial Issues:

[09H]

Neuro Finance, Financial Analysis- Implications of Ratio Analysis, Dupont Analysis, Peer Group Comparison, Liquidity Analysis, Entrepreneurship Funding.

Reference books:

1. Financial Management, Kapil Sheeba, Pearson.
2. International Business Environment & Management, Bhalla VK & S Shiva ramu, Anmol publication.
3. Sustainable Finance and Impact Investing, Alan S. Gutterman, Paperback
4. Take Overs, Restructuring & Corporate Governance, J. Fred. Weston, Mark L. michell, J. Harold Mulherin, Pearson Education Inc.



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Course Code: PHD – MGMT02

Course Name: Subject Based Case Study Report and Presentation

Contact: 3L

Credit: 3

Allotted Hours: 45

Course Objective: An activity course involving practical experience in planning a research investigation, designing questionnaires, sampling, interpreting results and preparing a research report. Students will grow a critical awareness of research issues, methodologies, and methods used in business and management and an understanding of potential ethical problems of the research.

Pre-requisite: Knowledge on documents handling.

Course Outcomes: Upon completion of this course, the student shall be able to

CO1: Know the basic data collection methods with emphasis on secondary and compose research.

CO2: Obtain skills to handle primary data and data handling instruments and develop skillson field works and its various techniques.

CO3: Compile basic samples for use in studies research and validate how and whento use different sampling techniques.

CO4: Understand and validate the relevance of basic data analysis techniques.

Case study and finding the gaps in the existing literature and comparative analysis and designa detailed report in Marketing, HR, Finance area. To prepare a presentation and delivery it in a seminar.