

PH.D.COURSE WORK

IN COMMERCE



P. G. Department Of Commerce Utkal University Vanivihar, Bhubaneswar - 751004

PROGRAM OBJECTIVE

The programme aim to equip the Research Scholars with knowledge, skill, values and attitude keeping the importance of research in present scenario and to enhance the quality of research

PROGRAM OUTCOME

The expected outcome of the syllabus is to equip research scholars with advanced research Skills to carry out empirical as well as conceptual research in the area of finance & accounts, Marketing, Entrepreneurship, Banking & Insurance and General Management and commerce related subjects.It will recognize multiplicity ways and means of knowledge-creation and its application in the field of commerce and business.

PH.D.COURSE WORK

Papers to be covered during the course work

Papers	Marks
Paper-1-Research Methodology	100
paper –2- Computer Application	100
Paper- 3-Review of Literature	100
Paper-4-Presentations	100
Paper-5-Research and Publication ethics	100

Paper-1-Research Methodology

TM-100

Course Objectives:-

1. To introduce social science research aspects to imbibe scholarly concerns in addressing a research problem.
2. To inculcate the analytical approach, tools and techniques in testing the hypothesis.

UNIT-1

Social Science Research: meanings, scope, importance, problems, objectives, nature, benefits; Organization of research studies; Role of research institutions, Government, and voluntary organizations; Application of research findings to functional areas of business; Social science Research; Cost of research; Relevance to society.

UNIT-2

Research problems: Determination of research problems; Designing a scientific social research; Statement of the problem; Idealization (through literature survey & discussion).

Hypothesis: meaning, formulation; Testing & role of hypothesis in social research.

Research Design: features of a good and useful research.

UNIT-3

Data: Importance, Types of data, collection of data, methods of collecting data, processing data, classification, Tabulation, Use of statistical techniques, Uni-variate, Bi-variate and Multi-variate Analysis of Data (SPSS), Analysis of processed data, Research findings, interpretation.

UNIT-4

Survey method of research: Importance, questionnaire, Pilot study, sample size, characteristic of respondents, case study method of research and its usefulness.

UNIT-5

Models: formulation and estimation of stochastic models, importance, multi-collinerativity and correlation .

Thesis organization: Presentation format, Perspectives, Objectives, Techniques, Chapter plan & Presentation.

Course Outcomes After completing the course, the students will:

- ❖ Develop skills of ICT and apply them in the context of data handling Research and significance analysis
- ❖ Be able to use ICT for their professional development

- ❖ Leverage OERs for their teaching and research
- ❖ Appreciate the role of ICT in teaching, learning and Research.

PAPER –II: COMPUTER APPLICATION TM-100

Objectives: To acquaint with applications of Information Technology in Business research

UNIT-1

Introduction to computers- Applications of Information Technology in Business and Industry, Computer system and CPU, Input and output devices, secondary storage, systems and application of software (Window, Dos, Linux)

UNIT-2

Use of (i) MS Word and MS Excel

UNIT-3

Scientific Software Packages: Data Analysis using SPSS-I (Data and Variable entry, Descriptive statistics, Presentation of Data, Cross tabulation, Correlation and Regression)

UNIT-4

Scientific Software Packages: Data Analysis using SPSS-II (Tests of Significance-Parametric and Non-Parametric tests, Analysis of variance (one-way and two-way without and with post-hoc comparisons)

UNIT-5

Interpretation of Results and Report writing

Expected Outcomes:

- Use of Spreadsheets and statistical tools.
- Competency developed in application of computing skills and computer applications in research.
- Expertise in tools/software like MS-Office, MS-Excel, SPSS , Tally and alike

References:

1. Dash, P.R (2011). Research Methodology with SPSS, Vrinda Publications (P) Ltd., New Delhi.
2. Coakes. , S.J., Steed, L., Dzidic., P.(2007). SPSS 13.0 for Windows: Analysis without Anguish, Wiley-India.

Paper 3-Review of Literature

There will be 3 Units.

TM-50

Course Objectives:

1. To learn the mechanism of Review of Literature.
2. To identify the research gap on a given topic.
3. To develop the scholarly presentation skills.

Unit-1. (20 marks)

- ❖ Identification of Broad Area of study and choosing the research topic.
- ❖ Research Design and components of Research.
- ❖ Meaning and purpose of Literature Review.

UNIT-2.(20 marks)

- ❖ Steps to write literature review.
- ❖ Logical flow of ideas, current and relevant reference, appropriate referencing style.
- ❖ Proper use of terminology and comprehensive review.

UNIT-3. (20 marks)

- ❖ Art and skill of using library. Seminar on specific topic and practice of referencing.

Outcomes

1. Analyse research papers.
2. Relate particular research papers to his project.
3. Find the research gap in different studies.
4. Pursue original research work.

PAPER-4-Presentations TM-100

Course Objectives: To acquaint the scholars with current trend of research paper writing and methods of presentations:

Two Seminar presentations before the SRC(total 100 Marks, Each Seminar-50 marks).

Outcomes

1. Develop the art and skill of research paper writing
2. Ability to present the research findings before audience
3. Skill of speaking and use of technology in presentation

PAPER-5-Research and Publication ethics TM-100

Objectives:

To provide an understanding of ethical issues related to Research and Publication. Patents and rights. IPR – Intellectual Property Rights:

UNIT-1:Philosophy and EthiesP

- ❖ Introduction to Philosophy: me definition, nature and scope, concept, branches.
- ❖ Ethics: definition, moral philosophy, nature of moral judgment and reactions.

UNIT-II: Scientific Conduct

- ❖ Ethics with respect to science and research

- ❖ Intellectual honesty and research integrity
- ❖ Scientific misconduct: Falsification, Fabrication and Plagiarism (FFP)
- ❖ Redundant Publications: duplicate and overlapping publications.
- ❖ Selective reporting and misrepresentation of data.

UNIT-III: Publication Ethics

- ❖ Publication ethics: definition, introduction and importance
- ❖ Best practices/standards setting initiatives and guidelines: COPE, WAME etc.
- ❖ Conflict interest
- ❖ Publication misconduct: definition, concept, problems that lead to unethical behavior, types.
- ❖ Violation of publication ethics, authorship and contributorship
- ❖ Identification of publication misconduct, complaints and appeals
- ❖ Predatory publishers and journals

UNIT-IV: Open Access Publishing

- ❖ Open Access Publications and initiatives
- ❖ Online resource to check publisher copyright and self-achieving policies (SHERPA/RoMEO)
- ❖ Software tool to identify predatory publication developed by SPPU.
- ❖ Journal finder/journal suggestion tools viz. Elsevier finder, Springer, Journal suggester etc.

UNIT-V: Publication Misconduct

A.Group Discussion

- ❖ Subject Specific ethical issues, FFP,authorship.
- ❖ Conflict of interest
- ❖ Complaints and appeals: examples and fraud from India and abroad.

B. Software tools

- ❖ Use of plagiarism software like Turnitin, Urkund and other open source software tools.

UNIT-VI: Database and Research Metrics

A. Databases

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

B.Research Metrics

- ❖ Impact Factor of journal as per journal Citation Report.
- ❖ Metrics: h-index, g-index,i10 index, altmetrics.

Outcomes:

1. Provide students with knowledge, general competence, and analytical skills in Research Methodology and & Publication Ethics.
2. Build their foundation for research in Commerce.
3. Ability to verify and avoid plagiarism.

