RIMT UNIVERSITY
MANDI GOBINDGARH, PUNJAB

Study Scheme & Syllabus

For

Ph.D. (January 2021 Onwards)

VISION

To become one of the most preferred learning places and a centre of excellence to promote and nurture future leaders who would facilitate the desired change in the society.

MISSION

- To impart teaching and learning through cutting-edge technologies supported by the world class infrastructure
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.
- To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards their social responsibilities.

ABOUT THE PROGRAM

The program will develop the candidate's independent and reflective knowledge and skills for his/her own research and others as well as the role of research in a broader context. A candidate will achieve the following course outcomes in terms of knowledge, skills, and general competencies, after completing the Ph.D. program.

PEO1	To acquaint students with the concept of research and to develop an understanding of the nature and scope of research in respect.
PEO2	Students will be equipped with skills to undertake research work
PEO3	To develop an understanding of the basic framework of the research process and publications
PE04	To develop the capacity to serve the various higher academic institutions like Colleges, Universities, and National Research Institutes in various fields of apex academic research

Program Outcomes for Ph.D.

PO 1	Understanding different research methods, Equipping scholars with relevant tools and techniques, Data collection and analysis by using statistical measures, use of conceptual understanding in practical research work, and writing a research report.
PO 2	To identify and critically evaluate research and publication of ethical issues within the area of teacher education
PO 3	Enhance the analytical and interpretation skills of data, Scholars are well trained in using statistical measures, and software- SPSS; MS EXCEL, etc.
PO 4	Use ICT in research perspective, design and develop ICT integrated learning resources, analysis, and interpretation of the research data with the help of ICT.
PO 5	Apply critical, analytical, and communication skills in developing professional presentations and writing.
PO 6	To access and extract the desired information from the different scientific databases and resources
PO 7	Develop the analytical and reflective skills for resolving the critical educational issues
PO 8	Students will be acquainted with the statistical techniques in research

PROGRAM SPECIFIC OUTCOMES

PSO 1	To bring together theory and research from education and other related disciplines to facilitate effective teaching and learning.
PSO 2	To develop an understanding and appreciation for the various kinds of research as well as their aspects.
PSO 3	To disseminate educational research at recognized national and international level

Program: Ph.D. Course Work

Program Code: 501

Subject Code	Subject Name	(Hours Per Week)				
		L	T	P	S	Credits
RMS 5011	Research Methodology & Statistical Techniques	**5**	**0**	**0**	**-**	**5**
CAR 502M	Computer Applications in Research	**3**	**0**	**0**	**-**	**3**
MGT 5031 **MGT 5032**	**Contemporary Management Practices-I** **Contemporary Management Practices-II**	**5**	**0**	**0**	**-**	**5**
RPE 503 M	Research Publications & Ethics	**2**	**0**	**0**	**-**	**2**
MRP 504 M	Research Project/ Literature Review	**2**	**0**	**0**	**-**	**2**
		17	**0**	**0**	**-**	**17**

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Course Name: Research Methodology & Statistical Techniques

Course Code: RMS 5011

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs

Course Objectives

a) To familiarize participants with the basics of research and the research process.
b) To enable the participants in conducting research work and formulating a research synopsis and report.
c) To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation of the data sets to solve the business/Research problem.

Unit-I

Introduction to Research Methodology: Meaning, nature, and scope; types of research, and research process. *Problem Definition:* Research problem; the necessity of defining the problem; techniques involved in defining a problem; review of literature and identification of research gaps.

Research Design: Meaning of research design; need for research design; features of a good design; important concepts relating to research design; and different research designs.

Sampling Design: Census and sample survey; steps in sampling design; criteria of selecting a sampling; characteristics of a good sample design; different types of sample designs; and random sampling design.

Unit-II

Measurement and Scaling Techniques: Sources of error in measurement; tests of sound measurement; and important scaling techniques.

Data Collection: Collection of primary data; observation method; interview method; a collection of data through questionnaires; collection of data through schedules; latest advances in methods of data collection; collection of secondary data; the case study method.

Data Analysis-I: *Descriptive Statistics Analysis* covering measures of central tendency, dispersion and asymmetry; measures of relationship using regression, correlation, and association (in case of attributes). *Inference Statistics Analysis covering* sampling theory, concept of standard error, and the problem of estimation of a sample size.

Unit-III

Data Analysis-II: Testing of hypotheses covering basic concepts, procedure for hypothesis testing, tests of hypotheses, tests of significance for large samples and small

samples, students t-distribution, properties, and t-distributions and the t-levels applications of the t-distribution, chi-square test and goodness of fit, F-test and Z test, analysis of variance, non-parametric test, The Mann – Whitney test, Krushal-Wallias test. *Multivariate Regression Analysis:* econometric model formulation, estimation, testing and interpretation.

Unit-IV

Research Tools: *MS-Excel,* covering broad structure, features, data /file handling, formulae /functions and brief review of utilities of the package. *Statistical/Econometric Package* covering structure of package, data and file handling utilities and analysis utilities of the package.

Interpretation and Report Writing: Technique of Interpretation: Different Steps in Writing Report.

Course Outcomes: On completion of this course, the student will be:

CO1	RMEL 701.1	Develop an understanding about various kinds of research, objectives of doing research, research process, research design, and sampling.
CO2	RMEL 701.2	Have a basic knowledge of qualitative research techniques.
CO3	RMEL 701.3	Acquire an adequate knowledge of measurement and scaling techniques as well as the quantitative data analysis.
CO4	RMEL 701.4	Get a basic awareness of data analysis and hypothesis testing procedures.

Recommended books:

1. Kothari, C.R., *Research Methodology: Methods and Techniques*, New Age International Publishers, New Delhi, 2010.
2. Garrett Henery E., *Statistics in Psychology and Education*, Longmans, Green, And Co., 1958.
3. Fisher, R.A., *Statistical Methods for Research Workers*, Springer-Verlag New York, Inc. 1992.
4. Gupta, S.P, *Statistical Methods*, Sultan Chand &Sons, New Delhi, 2019.
5. Allen, R.G.D., *Statistics for Economists*. London (Hutchinson), 1949.
6. Blair, Morris M. *Elementary Statistics*, Henry Holt and Co., 1944
7. Smith and Smith, *Business and Economic Statistics*, South Western publishing co., 1996.

Ph.D. Course Work
Course Name: Computer Applications in Research

Course Code: CAR 502M

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs

Sr. No	Contents
Unit I	**Computer Fundamentals:** Data and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Types of Software, Application software and system software. Introduction to Operating System.
Unit II	**Word Processor:** Various aids useful for thesis writing, adding references to documents, citing a citation in text, macros, hyperlinks, mail-merge etc. **Power Point Presentations:** PowerPoint, Features of MS PowerPoint Clipping, Design layouts, hyperlinks, tables, insertion of multi-media files, Slide Animation, Slide Shows, Formatting etc. Case study. **MS-Excel:** Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Statistical functions, Sorting Data, Filtering etc.
Unit III	**Internet and applications of IT:** Program Vs Software, Software Engineering, SDLC, DBMS, Data Models, DFD, Specification Tool: SMARTDRAW. Case Study on DFD.
Unit IV	**Latest trends in Computing:** Cloud computing, Data mining, Data Warehousing, Object Oriented Relational Database Management, Object Oriented Relational Database Management System, Distributed databases Concept, Three tier Client/ Server Architecture, Digital Image Processing, etc.

Course Outcomes: On completion of this course, the student will be:

CO1	FCOL 701.1	Present the graphical representations of data
CO2	FCOL 701.2	Make use of applications of MS Office
CO3	FCOL 701.3	Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices

Recommended books:

1. Pardeep K. Sinha, Priti Sinha, Computer Fundamentals, BPB Publications.
2. Rajaraman, V., Fundamental of Computers. Prentice Hall India, New Delhi.
3. R. S. Salaria, Fundamentals of Computers, Salaria Publishing House

Ph.D. Course Work
Course Name: Research Publications & Ethics

Course Code: RPE503M

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs

THEORY:

- **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**

  1. Introduction to philosophy: definition, nature and scope, concept, branches
  2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

- **RPE 02: SCIENTIFIC CONDUCT (5 hrs.)**

  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, salami slicing
  5. Selective reporting and misrepresentation of data

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**

  1. Publication ethics: definition, introduction and importance
  2. Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
  3. Conflicts of interest
  4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
  5. Violation of publication ethics, authorship and contributorship
  6. Identification of publication misconduct, complaints and appeals
  7. Predatory publishers and journals

PRACTICE:

- **RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)**

  1. Open access publications and initiatives

2. SHERPA/ ROMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4 hrs.)**

    A. Group Discussions (2 hrs.)
        1. Subject specific ethical issues, FFP, authorship
        2. Conflicts of interest
        3. Complaints and appeals: examples and fraud from India and abroad
    B. Software tools (2 hrs.)
        Use of plagiarism software like Turnitin, Urkund and other open source software tools

- **RPE 06: DATA BASES AND RESEARCH METRICS (7 hrs.)**

    A. Databases (4 hrs.)
        1. Indexing databases
        2. Citation databases: Web of Science, Scopus, etc.
    B. Research Metrics (3 hrs.)
        1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, C ite Score
        2. Metrics: h-index, g-index, i10index, altmetrics

Course Outcomes: On completion of this course, the student will be:

CO1	RPE503M.1	To identify research misconduct and predatory publications.
CO2	RPE503M.2	To understand the philosophy of science and ethics, research integrity and publication ethics
CO3	RPE503M.3	To identify research misconduct and predatory publications.To understand the usage of plagiarism tools.
CO4	RPE503M.4	To understand indexing and citation databases, open access publications, research metrics (citations, h-index, impact Factor, etc.)

SUGGESTED READINGS:

- The Ethics of Teaching and Scientific Research By Miro Todorovich; Paul Kurtz; Sidney Hook.
- Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
- Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
- Ethics and Values in Industrial-Organizational Psychology By Joel LefkowitzLawrence Erlbaum Associates, 2003.
- Robin Levin Penslar, Research Ethics: Cases and Materials, Indiana University Press
- Chowdhary, N., & Hussain, S. (2021). Handbook of Research and Publication Ethics. Bharti Publications: New Delhi

Ph.D. Course Work
Course Name: Research Project/ Term Paper
Course Code: MRP 504 M

Each student enrolled for Ph.D. will have to undertakeatleast two credit of Research Project/ Term Paper. The topic of the Research Project/ Term Paper will be given by the committee of faculty of the department with the approval of Head of the department. Student will make presentation on the assigned topic in front of all the faculty members and following criteria will be used to assess the performance of the students:

Criteria for assessment of Essay:
The faculty members of the department will evaluate the presentation of the students using the following criteria:

	Definition and Methodology	Literature review/ Conceptual Framework	Findings and Conclusion	Presentation and Communication of Ideas	Questions-answers	Report File
Marks	15	15	15	15	15	25

Averages of all the marks awarded by the faculty members will be utilized to final assess the performance of students.

CORE COURSES

Course Name: Management & Commerce
Subject Name: Contemporary Management Practices-I

Course Code: MGT 5031

PAPER I

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs

1. Course Objective: This course aims to develop learner's knowledge of branding frameworks, strategies and brandings role within business and society and also building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm and also enables students to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrate the steps necessary for effective implementation. Further this course aims to build an appreciation of the importance of innovation and to build an awareness of the role of technology, both strategically and operationally, within organizations.

2. Course Learning Outcomes: At the end of the course students would be able to:

CLO01: Demonstrate knowledge of the nature and processes of branding and brand management.

CLO02: Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas.

CLO03: Describe the dimensions of performance and risk relevant to financial firms.

CLO04: Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political).

SECTION-I	Brand Development for diverse industry sectors, Brand equity, Brand loyalty, CRM, Societal Marketing, Green Marketing, Marketing Challenges of Globalization, Strategies for meeting these Challenges, Marketing of services with special reference to financial services, health services, educational services, professional services and hospitality services including travel hotel and tourism, Delivery of quality services - GAP models of Services quality - key factors and strategies for closing the gap-Serqual -Servlol – Servperf.
SECTION-II	Measures of Corporate Performance: ROI, ROE, EVA, MVA, BSC-Practices of Companies. Risk Management Tools- Hedging, Options, Futures and Swaps. Corporate Governance & CSR, Mergers & Acquisitions, and Disclosures.

SECTION-III	Human Aspects of Management Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict, Managing and developing a creative organization, Management in Small business and Nonprofit Organizations, Compensation & Reward Management, Fixed & Variable (ESOP, One Time Reward, etc.), Compensation. Talent Acquisition, Retention & Development
SECTION-IV	Innovation and Technology Management, Competitive advantages through new technologies, Technological Forecasting, Technology strategy, Technology diffusion and absorption, Human Aspects in Technology Management, Social Issues in Technology Management.

CLO05: Critically assess existing theory and practice in the field of HRM

CLO06: Be able to evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in a global context.

CLO07: Express the strategic case for innovation in organizational, business, economic and cultural contexts.

CLO08: Demonstrate a keen understanding of alternative perspectives on innovation management and their theoretical and historical underpinnings.

Recommended Books:

1. David A. Whetten, Kim S. Cameron (2008), Developing Management Skills, Printice Hall of India Private Limited.
2. Robbins, Stephen P, and Coulter Mary. (2007) Management, 9 th Edition, Prentice Hall
3. Tudor Rickards, Creativity And The Management Of Change (Manchester Business And Management Series), Wiley-blackwell
4. Guide To Managing Creativity And Innovation, Harvard Business School Press
5. Managing for Creativity, Richard Florida (HBR reprint R0507L) How to Kill Creativity, Teresa Amabile (HBR reprint 98501)
6. Narayanan V. K (2001), Managing Technology and Innovation for Competitive Advantage, Pearson Publisher.
7. Peter S. Pande, Robert P. Neuman, Rolan R. Cavangh (2003), The Six Sigma Way – Team field book – An implementation guide for process improvement teams, Tata McGraw Hill Publishing Company Limited.
8. Prasanna Chandra, Financial Management – Tata McGraw Hill
9. Brealy and Myers, Principles of Corporate finance , Tata Mc Graw Hill
10. Schilling (2008), Strategic Management of Technological Innovation, Tata Mcgraw Hill Education Private Limited.

11. Tidd and Bessant (2013), Managing Innovation: Integrating Technological, Market and Organizational Change 5th Edition. Wiley

Ph.D. Course Work (Core Subject)
Course Name: Management & Commerce

Subject Name: Contemporary Management Practices-II

Course Code: MGT 5032

PAPER II

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs

Course Objective: To familiarize with students regarding business environment, impart of economic policies on decision of any organization and also this course helps students to combine strategic and managerial approach towards various decisions of management, further the course provides a wide scope of learning, understanding and motivation of desirable and feasible career options as an entrepreneur and also train the scholars regarding scientific writing and communication skills.

Course Learning Outcomes: At the end of the course students would be able to:

CLO01: Understand the different environment in the business climate.
CLO02: Know the different environment like, political, technological and economic environment in the business.
CLO03: Understand the basic concepts and principles of strategic management analyze the internal and external environment of business
CLO04: Develop and prepare organizational strategies that will be effective for the current business environment.
CLO05: Devise strategic approaches to managing a business successfully in a global context.

SECTION-I	Business Environment: Concept, Emerging trends, Types, Concept of Six Sigma, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Total Quality Management (TQM), Economic Environment of Business, Political & Legal Environment of Business, International & Technological Environment.
SECTION-II	Strategic Management: Process of strategic management and levels at which strategy operates. Role of strategists. Strategic Advantage Profile. Concept of Synergy. Corporate Restructuring, Corporate level analysis (BCG, GE Nine cell,

	Hofer's product market evolution and Shell Directional policy Matrix), Porters' five forces model.
SECTION-III	Entrepreneurship as a career, Sustaining Competitiveness - Maintaining competitive advantage, Entrepreneurial culture. Reasons for the failure of entrepreneurial ventures, various case studies of successful, failed and turnaround ventures. Women entrepreneurs:-Meaning and role. Role of the following agencies in the Entrepreneurship Development DIC,SISI, EDII & NIESBUD.
SECTION-IV	Mini Research Project

CLO06: Be able to advance well-reasoned and factually supported arguments in both written work and oral presentations.

CLO07: Understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise.

CLO08: Understand and evaluating the growth opportunities.

Recommended Books:

1. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill
2. S.K. Mishra, and V.K Puri, Economic Environment of Business, Himalaya Publishing.
3. Economic Environment of Business, H.L. Ahuja, S. Chand
4. K. Aswathappa, *Essentials of Business Environment*, Himalaya Publishing House, Delhi,
5. Sengupta N.K., Government and Business, Vikas Publication, New Delhi
6. Schilling (2008), Strategic Management of Technological Innovation, Tata McGraw Hill Education Private Limited.
7. Wheelen & Hungee 'Strategic Management & Business Policy' Addison- Wesley
8. Jauch & Glueck 'Business Policy & Strategic Management' Tata McGraw Hill
9. Thomson & Strickland 'Strategic Management: Concept & Cases' Tata McGraw Hill
10. Kazmi A. 'Business Policy & Strategic Management' Tata McGraw Hill
11. Johnson & Scholes 'Exploring Corporate Strategy' Prentice Hall India
12. Vasant Desai Management of small scale industries, Himalaya Publishing. Angadi, Cheema, Das, Entrepreneurship, Growth, and Economic Integration, Himalaya Publication.
13. Roy Entrepreneurship Oxford University Press. Dr. R.K Gupta & Lipikak. Guliani Fundamentals of entrepreneurship development & project management- Himalaya Publication.

14. Rizwana and Janakiran, Entrepreneurship Development, Excel Books. Murthy, Small Scale Industry and Entrepreneurial Development, Himalaya Publishing.

NOTE: Each Student has to prepare Mini Research Project on Topic / Area of their Choice and Make Presentation. The project report should consist of application of tests and techniques. Further the report should be evaluated by internal examiner which consists of 40 marks.