

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



# University of Mysore

(Estd.1916)

**Ph. D. in Agribusiness Management**



**UNIVERSITY OF MYSORE**  
**Institute of Development Studies**  
**Manasagangothri, Mysuru-570 006**

PH. D. IN AGRIBUSINESS MANAGEMENT

**Regulations and Syllabus**

**PH. D. IN AGRIBUSINESS MANAGEMENT**

  
CHAIRMAN BOS in Agri. Business

  
CHAIRMAN BOS in Development Studies

Institute of Development Studies  
University of Mysore,  
Manasagangothri, Mysore - 5

**UNIVERSITY OF MYSORE**  
**GUIDELINES AND REGULATIONS**  
**LEADING TO**  
**PH. D. IN AGRIBUSINESS MANAGEMENT**

**Programme Details**

Name of the Department	: Institute of Development Studies
Subject	: Agribusiness Management
Faculty	: Science and Technology
Name of the Programme	: Ph. D.

**Ph. D. Programme in Agribusiness Management**

**Programme Objective:**

The Ph. D. in Agribusiness Management Research has been evolved by combining various disciplines and emphasis is on conducting research, understand and appreciate the various dimensions of Agribusiness Management both at the national and international level.

**Ph. D. Programme Outcome:**

The researcher will be equipped and understand the research methodology. The focus will be on process and models and techniques of research in Agribusiness Management. The student will be able to adopt statistical tools and techniques in his/her thesis and write their thesis more effectively and it will help to bring out the quality thesis.

**Paper - I**  
**Advanced Research Methodology**  
**C1+C2= 30 + C3 70 = 100 Marks**

**COURSE OUTCOME**

The research candidates will understand the research methodology and focus on process and techniques of research. They acquaint the skill on quantitative techniques and they will be in a position to write qualitative thesis.

**PEDAGOGY**

The Ph. D. Course work associated with three components the teaching - learning process of the course, namely (i) Lecture-L (ii) Tutorial - T (iii) Practicals - P, where L stands Lecture session. T stands Tutorial session consisting participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb

and assimilate more effectively the contents delivered in the Lecture classes. P stands for Practice session and it consists of Hands on experience / Field Studies / Case studies that equip students to acquire the much required skill component. In terms of credits, every one hour session of L amounts to 1 credit per semester and a minimum of two hour session of T or P amounts to 1 credit per semester, over a period of one semester of 16 weeks for teaching - learning process.

## COURSE CONTENT

**Introduction to Research Methodology:** Meaning of Research, Objectives of Research, Motivations in Research, Types of Research, Research Approaches, Significance of Research Defining the Research Problem. Significance of Research in Agribusiness Management.

**Research Design:** Meaning, Need, Features of Good Design, Concepts, Types. Developing a Research Plan. **Sample Design** - Criteria for selecting a sample procedure, Characteristics of Good sampling Procedure, Types of Sample Design, Selecting Random Samples, Complex random sampling Design.

**Methods of Data Collection:** Collection of Primary Data, Observation Method, Interview method, Collection of Data through questionnaire and Schedules, Other methods. Collection of Secondary Data, Selection of appropriate method for data collection, Case Study Method, Guidelines for developing questionnaire, successful interviewing.

**Processing and Analysis of Data :** Processing Operations (Meaning, Problems), Data Analysis (Elements), Statistics in Research, Measures of Central Tendency, Dispersion, Asymmetry, Relationship. Regression Analysis, Multiple correlation and Regression, Partial Correlation, Association in case of Attributes. Interpretation and Report writing.

**Testing of Hypothesis:** Meaning, Basic concepts, Flow diagram, Power of a hypothesis test, Important parametric tests, Hypothesis Testing of Means, Differences between Means, Comparing Two related samples, Testing of Proportion, Difference between proportions, Comparing variance to hypothesized population variance, Equality of variances of two normal populations, hypothesis testing of Correlation coefficients, Limitations of Tests of hypothesis.

**Analysis of Time Series:** Time series analysis and forecasting techniques. Auto correlation and auto regressive models. Co- integration. Introduction to Markov Chain Analysis. Testing of statistical hypothesis, tests of significance – Z Test, T Test, Chi- Square and F tests.

**Principle Component Analysis and Discriminate analysis,** Cluster analysis. Conjoint Analysis. Lumled Defendant Variables Multivariate statistics – factor Analysis – Multidimensional Scaling- Corresponding analysis. Introduction to some basic quantitative methods packages used in agribusiness research and Application of Statistics in Business. The factor and cluster analysis using SPSS package.

**Reference:**

- 1) Kothari, C.R., Research Methodology (Methods and Techniques), New Age Publisher
- 2) Fundamentals of modern statistical methods By Rand R. Wilcox
- 3) Power Analysis for Experimental Research A Practical Guide for the Biological, Medical and Social Sciences by R. Barker Bausell, Yu-Fang Li Cambridge University Press
- 4) Design of Experiments: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooke/Cole
5. Quantitative Techniques in Management - Vohra N. D.

**Paper – II**  
**Review of Literature**

**100 Marks**

- A. An overview of the subject
- B. Listing of Journals and sources
- C. Identifying the Electronic sources
- D. Trends of research
- E. Evaluation of research and its application
- F. History of research and significance in the present context
- G. Contemporary issues for research
- H. Research efforts in India and in other countries
- I. Areas for further work and inadequacies of present research
- J. Referencing style and construction of Bibliography

