

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



# University of Mysore

(Estd.1916)

**Ph.D in BUSINESS ADMINISTRATION**



**UNIVERSITY OF MYSORE**  
**B.N. Bahadur Institute of Management Sciences**  
**Manasagangotri, Mysuru-570 006**

Regulations and Syllabus  
Ph.D. in BUSINESS ADMINISTRATION

  
**CHAIRMAN**  
**BOS In Business Administration (BIMS)**  
**UNIVERSITY OF MYSORE**  
**Manasagangotri, MYSORE-570006**

**UNIVERSITY OF MYSORE**  
**GUIDELINES AND REGULATIONS LEADING TO**  
**PH.D. in BUSINESS ADMINISTRATION**

**Programme Details**

Name of the Department	:	B.N. Bahadur Institute of Management Sciences
Subject	:	Business Administration
Faculty	:	Management
Name of the Programme	:	Ph.D.

**PH.D. IN BUSINESS ADMINISTRATION**

**Ph.D. Programme**

PhD is a doctoral degree with an academic focus. Aspirants need to possess a master's degree to be eligible to pursue a Ph. D programme.

Candidates can pursue a PhD programme in any stream. In a Ph.D. course aspirants need to select a topic or a subject and do in-depth research on it and answer any queries related to the topic/ subject.

**Programme Outcomes**

The Ph.D. work provides theoretical and empirical exposure pertaining to different aspects of research, which enables the research scholars to take up research in the contemporary areas of management science like Corporate Restructuring, Accounting Systems, Financial Regulations, Business Excellence, Emerging Markets, Financial Derivatives, International trade, Human Resource Management, Branding, Business Information System and Risk Management Portfolio Theory. Thus the Ph.D. programme enables the scholars to acquire the necessary knowledge and skills to implement in academic and corporate sectors.

Candidates who have cleared entrance exams like UGC NET are usually offered fellowships while pursuing a PhD course. Apart from this, university offer few fellowships to SC/ST students pursuing full time PhD courses.

**PROGRAMME PEDAGOGY**

- The pedagogy of teaching research methods to Ph.D scholars of Business Administration involve imparting of specific and focused applications of tools and techniques in research.
- The instructional design comprises of developing good organisational skills of researchers in order to evolve a good research design in the area of research.
- Scholars pursuing Ph.D research should have intellectual mastery over their chosen area of study within Business Administration and allied disciplines.

**COURSE-I: ADVANCED RESEARCH  
METHODOLOGY**

**Course Outcomes:**

- To acquaint the research students about the tools used for analyzing business data.
- It aims to provide an understanding of problem identification research.
- It provides an overall view of conducting field work and to provide data for decision making.
- It aims at providing an overview of report writing.


**Pedagogy:** The Pedagogy consists of Lectures, Shared Experience, Case Study, Role Play, Assignment, Fieldwork/ Practical's, Seminars and Presentations.

### **COURSE CONTENT**

1. Beginning stages of the Research Process-Types of Business Research-Stages in the Research Process-Problem definition and the Research Proposal-Exploratory research and Qualitative analysis-Secondary data.
2. Research Methods for Collecting Primary data-Survey research: An overview-Survey research: Basic methods of Communication with Respondents-Observation methods-Experimental research.
3. Measurement Concepts-Measurement and Scaling Concepts-Attitude Measurement-Questionnaire Design.
4. Sampling and Fieldwork-Sample Designs and Sampling procedures-Determination of Sample size: A review of Statistical Theory-Fieldwork.
5. Data Analysis & Presentation-Editing and Coding: Beginning to transform raw data into information-Basic Data Analysis: Descriptive Statistics-Univariate Statistics-Bivariate Analysis: Tests of Differences-Bivariate Analysis: Measures of Association-Multivariate Analysis-Communicating Research Results: Report, Presentation, and Follow up.

### **Recommended Books:**

Business Research Methods – William G. Zikmund;  
Business Research Methods- Cooper and Schneider



## **COURSE-II: LITERATURE REVIEW**

### **Course Outcomes:**

- To acquaint the research students about the various sources of literature available.
- It provides an overall view of framing the research questions
- It aims to provide an understanding of the various styles of research work undertaken and their flaws in methodology
- It helps to understand the styles used to write the report.

**Pedagogy:** The Pedagogy consists of Lectures, reviewing the previous studies, Case Study, Writing a short report, Assignment, Fieldwork/ Practical's, Seminars and Presentations.

### **Course content**

- Define the topic, together with your reason for selecting the topic. Identify overall trends, gaps, particular themes.
  - The literature review should present an overview of the subject, issue or theory under consideration, along with the objectives of the literature review.
  - The literature review should discover the areas of controversy in the literature.
  - Explains how each work is similar to and how it varies from the others.
  - The Literature review should be directly linked to the research question being developed.
  - Finally, summarize the major contributions, evaluating the current position, and pointing out flaws in methodology, gaps in the research, contradictions, and areas for further study.
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