

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



# University of Mysore

(Estd.1916)

## Ph.D. in COMMERCE



UNIVERSITY OF MYSORE  
Department of Studies in Commerce  
Manasagangotri, Mysuru-570 006

Regulations and Syllabus  
Ph.D. in Commerce

  
CHAIRMAN  
BOS in Commerce  
BOS in Commerce  
Manasagangotri  
Mysore - 570 006

**UNIVERSITY OF MYSORE**  
**GUIDELINES AND REGULATIONS**

**LEADING TO**  
**PH.D. in COMMERCE**

**Programme Details**

Name of the Department	:	Department of Studies in Commerce
Subject	:	Commerce
Faculty	:	Commerce
Name of the Programme	:	Ph. D.

**PROGRAM OUTCOME**

- Understand the current state-of-the-art in the individual research area, and the ability to appropriately employ methods and existing research results in the development of new knowledge, theories and methods.
- Apply the current abstract research and methods within the chosen research domain to specific problems in creative and innovative ways.
- To organize and participate in research and development through established national and international research frameworks and to see what everyone has seen and to think what nobody else has thought.
- Describe, compare, and contrast descriptive and inferential statistics, data analysis and provide examples of their use in specialized research.

**COURSE – I: RESEARCH METHODOLOGY**

**Course outcome**

1. Critically apply theories, methodologies and knowledge to address the fundamental question and in their primary area of study, by identifying the research GAP.
2. To explore more on the particular area, finding problem at micro level and give the appropriate suggestion, for betterment or improvement.



## **Pedagogy**

1. To familiarize the students with regards to the problem identification, research methodology, research design and analysis of the data
2. To train the student in the area of SPSS (Statistical Package for Social Science)
3. To train the students to build knowledge relating to the business and management field
4. To train the students to do research in the Marketing, Human Resources, Financial Management, Business Taxation, Organizational Behavior, Financial Accounting Corporate Governance, Operation Research, Inventory Management and other issues related to Commerce and Management

## **COURSE CONTENT**

### **COURSE-I : RESEARCH METHODOLOGY**

#### **UNIT-I : The Language of science and Scientific approach**

Science and common sense; Methods of knowing; The aims of Science; Scientific approach; Scientific research; Problems and hypotheses in research, types of variables, Importance of operational definitions of Variables; sampling, randomization, sample size.

#### **UNIT-II : Research Designs**

Purpose of research design, Criteria of good research design; simple randomized and factorial design; Correlated groups design, Sample size, illustration and practice of designing of research, Types of Research: Field study research, Survey research, Laboratory Experiments, Field Experiments.

#### **UNIT-III : Methods of Data Collection**

Qualitative approach; Observation method, Interview; Sociometry; Animal behavior observation techniques; Use of inventories and objective tests; Use of instruments and software; Recording electrophysiological signals; Brain imaging techniques.

#### **UNIT-IV : Data Analysis: ANOVA**

Theoretical foundation, Breaking variance, Factorial Analysis of Variance, Repeated Measure ANOVAs, Mixed models; ANCOVA, Nonparametric alternatives.

#### **UNIT-V : Unit 5: Data Analysis: Multivariate Analysis**

MANOVA, Multiple regression analysis, Factor analysis; Discriminant Analysis.

#### **UNIT-VI : SPSS and Communication of research findings**

Use of SPSS for data analysis and interpretation; APA style of reporting; writing research papers; thesis preparation; writing grant proposals (for UGC, ICMR, DST, ICCSSR, etc.)

## **COURSE – II: REVIEW OF LITERATURE**

### **Course Outcome**

- Perform literature reviews using print and online databases.
- Identifying the gaps in concerned area of research

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