

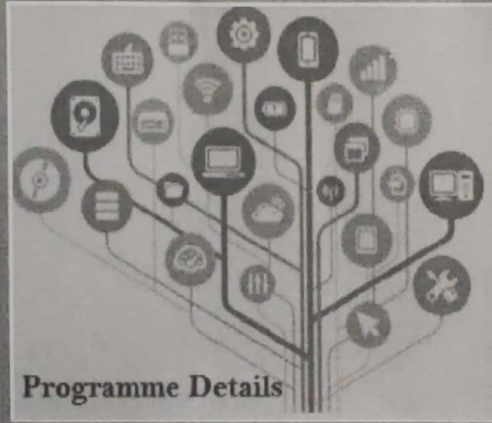
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



# University of Mysore

(Estd.1916)

## Ph.D. in COMMERCE



*KAB*  
12/5/22  
CHAIRMAN  
BOS in Commerce  
DOS in Commerce  
Manasagangotri  
Mysore - 570 006

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

Regulations and Syllabus  
Ph.D. in Commerce

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

**UNIVERSITY OF MYSORE GUIDELINES AND REGULATIONS LEADING  
TO  
Ph.D. in COMMERCE  
Programme Details**

<b>Name of the Department</b>	- Department of Studies in Commerce
<b>Subject</b>	- Commerce
<b>Faculty</b>	- Commerce
<b>Name of the Programme</b>	- Ph.D.

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**

Critically apply theories, methodologies and knowledge to address the fundamental Question and in their primary area of study, by identifying the research GAP.  
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

  
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## COURSE CONTENT

### Syllabus for Ph.D Course Work

#### Paper I - Advanced Research Methodology

Module 1: Business problem definition – Generating and refining research ideas – Planning the research design – Different research designs – Experimental designs – Writing a research proposal – conducting the literature search.

Module 2: Understanding qualitative data analyzing qualitative data – Analytical Procedures and strategies – Quantifying qualitative data – using a statistical package / SPSS for qualitative analysis

Module 3: Sampling and Data Analysis – population, sampling frame, sampling units, Probability and non Probability sampling methods. Random digits selection of sampling error, multivariate analysis sample of dependence and Interdependence; multiple regression analysis discriminant analysis, ANOVA factor analysis and cluster analysis – Applications of SPSS and other packages.

Module 4: Hypothesis formulation and testing – Important parametric and non-parametric tests – limitations of the tests of hypothesis – Applications of SPSS and other packages.

#### Referances:

Dan Remenyi, Brian Williams, Arther Money, Ethni Swarts, Doing Research in Business and Management, New Delhi : Sage.

Mark Sanders, et al " Research Methods for Business Students.

Murry R. Thomas, Blending Qualitative and Quantitative Research Methods in theses and Dissertations, New Delhi : Sage.

William E Wanger, Using SPSS for Social Statistics and Research Methods, Sage: New Delhi.

William G.Zikmund , Business Research Methods, New York : The Dryden Press.

#### COURSE - II: REVIEW OF LITERATURE

##### Course Outcome

1. Perform literature reviews using print and online databases.
2. Identifying the gaps in concemed area of research

  
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