

Pre-Ph.D. Course Work
BUSINESS ECONOMICS

(According to N.E.P. 2020)

SESSION 2023-24

Veer Bahadur Singh Purvanchal University

Jaunpur

V.B.S. PURVANCHAL UNIVERSITY, JAUNPUR
Pre- Ph.D. Course Work(Ordinance and Syllabus)
Business Economics (w.e.f. 2023-24)

As per the university ordinance, the research scholars who are provisionally registered for the Ph.D. Programme will undergo a Pre- Ph.D. Course work.

Aim of the Course Work: The aim of Pre- Ph.D. course work focuses on developing investigation, evaluation, comprehension, reasoning, statistical analyses and writing skills to create an in depth understanding in the area of research.

Major Area of Research: The major areas of the research programme in the Deptt. are: Economics, Finance, Marketing, International Business, Human Resource, Rural Marketing & entrepreneurship development, E-Business and the relevant field.

Eligibility for Admission to the Ph.D. Programme: The candidates seeking for admission to the Ph.D programme in the Department must be postgraduate in Business Economics, Mathematics, all branches of Business Administration, M.A. (Economics), M.Com with 55% marks and the candidate has qualified the Combined entrance test organized by the State Government or University.

Course Work Structure:

The duration of Pre-Ph. D. course work will be of one semester (six month) in which there will be three compulsory papers. The minimum attendance required during the course work period is 75% of the total courses. This course work is mandatory. The following scheme to be followed for successful completion of the course work.

Scheme of the Course(All papers are compulsory)

Paper Title:

Paper-I **Conceptual framework of Business Economics** (Credits-6)

Paper- II **Contemporary Issues in Business Economics** (Credits-6)

Paper-III **Research methodology and computer applications**(Credits-4)

Note- 1. Minimum Passing marks-55% or equivalent Grades/CGPA.

2. One research project is mandatory for each research scholar.

**Paper Setting And Evaluation Pattern
(For Paper I,II and III)**

Types Of Question	Total Number Of Questions	Questions to be attempted	Marks	Time
Objective Type	10	10	10x2=20	3 Hours
Short Type	8	5	5x8=40	
Long type	4	2	2x20=40	
			Total Marks: 100 (Total Credits: 16)	

- Note:** 1. Language of the course would be either English or Hindi.
2. Teachers in service are allowed to attend either online or offline mode of Pre PhD Course Work class.

Programme Outcomes (POs):

PO1: Upon completion of the program, students will be able to critically evaluate and apply contemporary HRM and OB theories to address complex organizational challenges, demonstrating a deep and nuanced comprehension of the field.

PO2: Students will be able to design, conduct, and analyze empirical research studies in HRM and OB including identifying research gaps, formulate research questions, appropriate research methods, and communicate research findings effectively through publications and presentations.

PO3: Student will be familiarising the latest statistical tools and techniques for solving any problem with justifications and develop the new theories and models in the domain.

PO4: Students will be able to demonstrate the ability to navigate complex organizational dilemmas with ethical considerations at the forefront.

Programme Specific Outcomes (PSOs):

PSO1: Students would be able to demonstrate a deep understanding of the various theories, models, and frameworks in the field of Human Resource Management.

PSO2: Students would be able to design, conduct, and analyze original research in HRD, contributing to the body of knowledge in the field.

PSO3: Students would be skilled in critically evaluating HRD issues and proposing innovative solutions to complex challenges faced by organizations in relation to their human resources.

List of all papers of Pre-Ph.D. course work or Post graduate Diploma in Research (PGDR)

Year	Sem	Course Code	Course Title	Theory/ Research	Credit	Max. Marks
6	XI	FBEPHD01T	Conceptual framework of Business Economics	Theory	6	100 [25(CIE)+75(UE)]
		FBEPHD02T	Contemporary Issues in Business Economics	Theory	6	100 [25(CIE)+75(UE)]
		FBEPHD03T	Research Methodology and Computer Applications	Theory	4	100 [25(CIE)+75(UE)]
		FBEPHD04R	Research Project	Research	-	100 [25(CIE)+75(UE)]

Credit system:

- A four (4) credit theory course/paper will have four Lectures/periods (of one hour) in a week. In one full semester the course will be covered in 60 Lectures.
- Similarly, a six (6) credit theory course/paper will have six Lectures/periods (of one hour) in a week. In one full semester the course will be covered in 90 Lectures.

Continuous Internal Evaluation (CIE) of 25 marks:

- Continuous internal evaluation will be performed by the teacher/ course coordinator concerned.
- CIE shall be 25% of total assessment in a Theory paper and research project.
- 25 marks shall be distributed as 5 marks for attendance, 5 marks for presentation and assignment and remaining 15 marks for class test.

Marking system:

- All papers will have a total maximum mark of 100, including both CIE and University Examination (UE). Maximum marks of 25 will be allotted to CIE and 75 to UE in a theory paper/ research project.
- The CIE of the research project shall be evaluated by the research supervisor and co-supervisor (if any).
- 75 marks of **research project** shall be distributed as 50 marks (project work and presentation) and a viva voce of 25 marks.

- The evaluation (Max Marks 75 UE) of the research project shall be done by internal examiner/s (Supervisor and Co-supervisor (if any)) and one external examiner appointed by the University.

Research Project Submission:

- The evaluated research project report in two sets of hard copy (spiral binding) must be prepared. One copy of it shall be submitted to the university if it demands. A second copy of the evaluated research project report must be in the records of the college/research centre.
- The format of university Ph.D. thesis writing guidelines can be used as format of Research project writing guidelines.

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)	Semester: XI
Subject: Business Economics		
Course Code: FBEPHD01T	Course Title: Conceptual framework of Business Economics	
Course Outcomes (COs)		
<p>CO1: Students will learn about the basic problems of Business Economics situation.</p> <p>CO2: Students will comprehend different Business Economics aspects on Marketing , Finance, HR and Logistics</p> <p>CO3: Students will grasp Business practices and theories, understand their impact on Indian Economy and Corporate world.</p> <p>CO4: Students will analyze functional areas of corporate activities.</p>		
Credits: 6	Core Compulsory	
Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55	
Total number of lectures: Lectures-Tutorial-Practical (6 hours in a week) L-T-P: 6-0-0 (90 hr)		

Unit	Topics	No. of Lecture Hrs.
I	Fundamentals of Business Economics : Micro, Macro & Indian Economy, Welfare Economics, Business, Cycle, Wage and Employment.	20
II	Marketing- Consumer behavior models, CRM, Service Marketing issues, Rural marketing concepts, Retail Marketing Emerging Issues	25
III	Finance:- Risk and Derivatives, Portfolio Management, Behavioural Finance, Investment Planning, Microfinance, Capital Market, Project Appraisal, Security analysis and Portfolio Management	20
IV	HRM: -Recruitment, Competency, Decision Making, Leadership, Personality, Learning, Motivation Logistics Management- Supply Chain, Physical Distribution, ERP, Modes of Transportation.	25

One credit is equivalent to 15 lecture hours as per NEP norms in theory classes. Number of hours in each unit 15 hours may vary as per the content of the unit.

Suggested Readings:

- R L Varshney, Managerial Economics, Sultan Chand & Sons
- Alexis Leon, ERP , Tata McGraw Hill
- Martin Christopher, Logistic and Supply Chain Management, Pearson Education
- I M Pandey, Financial management, Vikas publishing House
- Philip Kotler, marketing Management, Prentice hall India
- G.Dessler, Human Resource Management, Pearson Education

Suggested Continuous Evaluation Methods: Class Tests, Case Studies, Presentations

Course prerequisites: To study this course, a student must have had the basic knowledge and understanding of Business economics concepts

Suggested equivalent online courses: Massive Open Online Course (MOOCS), Study Webs of Active Learning for Young Aspiring Minds (SWAYAM)

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)	Semester: XI
Subject: Business Economics		
Course Code: FBEPHD02T	Course Title: Contemporary Issues in Business Economics	
Course Outcomes (COs)		
CO1: Understand concepts, approaches, significance, models for business.		
CO2: Accelerate the knowledge regarding contemporary issues .		
CO3: Students will understand rural and entrepreneurship development, retail business, capital market and international business.		
CO4: Students will grasp the challenges and opportunities of enterprises.		
Credits: 6	Core Compulsory	
Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55	
Total number of lectures: Lectures-Tutorial-Practical (6 hours in a week) L-T-P: 6-0-0 (90 hr#)		
Unit	Topics	No. of Lecture Hrs.
I	Entrepreneurship Development- Women Entrepreneurship, Social Entrepreneurship, Rural Entrepreneurship, Agricultural Entrepreneurship, SME.	20
II	Rural Management:- Rural Communication, Rural Product Design, Programmes of Rural Development Organisation Behaviour- Organisational Change, Organisational climate , HR practices and International Culture	20
III	Retail Finance,- Financial Institutions, M-Marketing, Plastic Currency, Financial Inclusion and Growth Strategy,, Derivatives,	25

	International Finance	
IV	Product & Brand Management:- Brand Personality, Brand Equity, Product Development and Modification. International Business:- FEMA, SEZ, EPZ, EXIM Policy, International Marketing, International Blocks,	25

One credit is equivalent to 15 lecture hours as per NEP norms in theory classes. Number of hours in each unit 15 hours may vary as per the content of the unit.

Suggested Readings:

- H M Saxena, Rural marketing, Rawat Publication
- Vasant Desai, Dynamics of Entrepreneurial Development, Himalaya Housing Publication
- Francis Cherunilam, Strategic Management , Himalaya Publication
- Ellis J, and D.Williams, International Business strategy, Pitman, London

Suggested Continuous Evaluation Methods: Class Tests, Case Studies, Presentations

Course prerequisites: To study this course, a student must have had the basic knowledge and understanding of Contemporary issues in Business Economics.

Suggested equivalent online courses: Massive Open Online Course (MOOCS), Study Webs of Active Learning for Young Aspiring Minds (SWAYAM)

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)	Semester: XI
Subject: Research Methodology, Research Publication Ethics and Computer Applications		
Course Code: FBEPHD03T	Course Title: Research Methodology and Computer Applications	
Course Outcomes (COs)		
CO1: Students will be able to decide the research field, topic, design, and pros and cons of research, sampling, and data collection techniques.		

CO2: Student will be able to understand the research process and acquire the skill of writing research articles.

CO3: The course will enable the students to execute the best practices, morals, and ethical values in scientific conduct and avoid publication misconduct.

CO4: Students will be able to learn about the standards of journals for good-quality publications of their research work.

CO5: Students will be able to learn how to use computers and different application software for manuscript writing.

CO6: Students learn about referencing and the maintenance of academic integrity using scientific tools.

Credits: 4	Core Compulsory
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Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55
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Total number of lectures: Lectures-Tutorial-Practical (4 hours in a week) L-T-P: 4-0-0	(60 hr)
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Unit	Topics	No. of Lecture Hrs.
I	Research Methodology: Approaches to Research, Characteristics of Business Research, Research Design, Types of Research - Exploratory, Conclusive, Modelling and Algorithm, Formulation and Testing of Hypothesis - Means, Proportion and Variances	12
II	Information Collection: Collection of Data - Primary & Secondary Sources, Classification Questionnaire construction, Schedule and Scale Development, Sampling : Sampling method - Probability and non Probability, Analysis of data Tabulation, Coding, Graphical Representation of Data,	12
III	Statistical Tools: Mean, Mode, Median, Measures of Standard Deviation Statistical Techniques: Correlation (product - moment) Karl Pearson's and Rank, Regression Analysis, Skewness, T-test and Chi square – test	08
IV	Research report:	08

	Contents of research Report, Types of Report, Report format - Research in Decision Making, Plagiarism, Intellectual Honesty and Research Integrity: Falsification, Fabrication and Plagiarism (FFP), Open Access Publishing, and Publication Misconduct.	
V	<p>Fundamentals of Computers and Application Software</p> <p>MS-Word: File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut, Copy Paste, merger, Page Setup, MS Excel/Basics: Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, reaction at formulas to worksheet design changes Excel formatting, Power Point basics: Power Point templates, getting started. Creating presentation , Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text, Uses of SPSS, E-views in Research, AMOS, DEAP.</p>	20

Suggested Readings:

- Field,A. (2005), Discovering statistics using SPSS. London: Sage Publications
- J.A. Gliner, G.A. Morgan, N.L. Leech, 2009, Research methods in applied setting: An integrated approach to design and analysis(2 Ed.). NY: Routledge (Taylor and Francis Group).
- TabachnickB.G., Fidell, L.S. (2007). Using Multivariate Statistics (5 Ed.). Prentice Hall.
- S.C.Ray, Data Envelopment Analysis, Cambridge University Press
- Kothari C R. "Research Methodology" Methods & Techniques 2nd Revised Edition, New Age International (p) Ltd. New Delhi.
- Malhotra and Das, Marketing Research, Pearson Education

Suggested equivalent online courses: <https://epgp.inflibnet.ac.in/>

Suggested Continuous Evaluation Methods: Class Tests, Case Studies, Presentations

Course prerequisites: To study this course, a student must have had the basic knowledge and understanding of Business Economics.

Suggested equivalent online courses: Massive Open Online Course (MOOCS), Study Webs of Active Learning for Young Aspiring Minds (SWAYAM)

Programme: Post graduate diploma in Research (PGDR)	Year: six (6)	Semester: XI
Subject: Research Project		
Course Code: FBEPHD04R	Course Title: Research Project	
Course Outcomes (COs)		
CO1: Familiarise the students with research process.		
CO2: Giving the practical exposure about data collection, calculation and analysis.		
CO3: Develop the skills of scientific report writing		
Credits: Non -Credit	Core Compulsory	
Max. Marks: 25 (CIE) + 75(UE)	Min. Passing marks: 55	

Suggested Readings: To be suggested by respective mentor/guide depending on the selected topic and research area

Suggested equivalent online courses: To be suggested by respective mentor/guide depending on the selected topic and research area

Further Suggestions: To be suggested by respective mentor/guide depending on the selected topic and research area