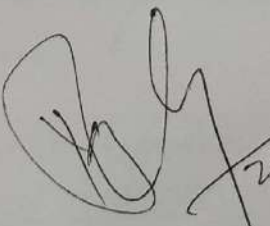



Pre-Ph.D. Course Work
BUSINESS ECONOMICS

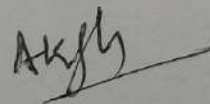
(According to N.E.P. 2020)

SESSION 2022-23

Veer Bahadur Singh Purvanchal University
Jaunpur


25/5/22





V.B.S. PURVANCHAL UNIVERSITY, JAUNPUR
Pre- Ph.D. Course Work(Ordinance and Syllabus)
Business Economics (w.e.f. 2022-23)

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.

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.

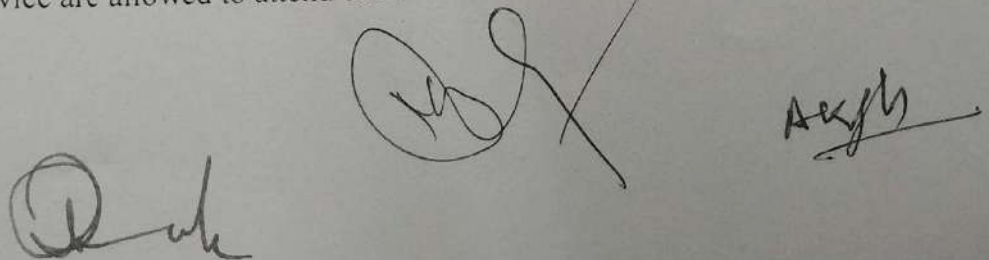
2. One research project is mandatory for each research scholar.

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.



paper I: **Conceptual framework of Business Economics** (Maximum Marks-100)

Unit - 1 : Fundamentals of Business Economics : Micro, Macro & Indian Economy. Welfare Economics, Business, Cycle, Wage and Employment.

Unit - 2 : Marketing- Consumer behavior models, CRM, Service Marketing issues, Rural marketing concepts, Retail Marketing Emerging Issues.

Unit -3: Finance:- Risk and Derivatives, Portfolio Management. Behavioural Finance, Investment Planning, Microfinance, Capital Market, Project Appraisal, Security analysis and Portfolio Management.

Unit -4: HRM: -Recruitment, Competency, Decision Making, Leadership, Personality, Learning, Motivation

Unit -5:Logistics Management- Supply Chain, Physical Distribution, ERP, Modes of Transportation.

Suggested Reading Book:

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

Paper - II **Contemporary Issues in Business Economics** (Max. Marks 100)

Unit-1 : Entrepreneurship Development- Women Entrepreneurship, Rural Entrepreneurship, Agricultural Entrepreneurship, SME.

Unit -2: Rural Management:- Rural Communication, Rural Product Design, Programmes of Rural Development.

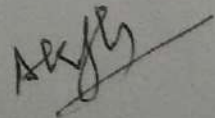
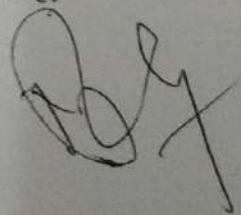
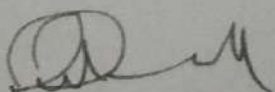
Unit -3:Product & Brand Management:- Brand Personality, Brand Equity, Product Development and Modification.

Unit-4 Retail Finance,- Financial Institutions, M-Marketing, Plastic Currency, Financial Inclusion and Growth Strategy.

Unit 5: International Business:- FEMA, SEZ, EPZ, EXIM Policy, International Marketing, International Blocks, International Culture, International Finance.

Suggested Reading Book:

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



Paper - III **Research Methodology and Computer Application (Maximum Marks-100)**

Unit-1-. 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.

Unit-2-. 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,

Unit-3-. 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,

Unit-4-. Contents of research Report, Types of Report, Report format - Research in Decision Making, Plagiarism, Uses of SPSS, E-views in Research, AMOS, DEAP.

Unit-5-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.

Suggested Readings:

1. Field,A. (2005), Discovering statistics using SPSS. London: Sage Publications
2. 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).
3. TabachnickB.G., Fidell, L.S. (2007). Using Multivariate Statistics (5 Ed.). Prentice Hall.
4. S.C.Ray, Data Envelopment Analysis, Cambridge University Press
5. Kothari C R. "Research Methodology" Methods & Techniques 2nd Revised Edition. New Age International (p) Ltd. New Delhi.
6. Malhotra and Das, Marketing Research, Pearson Education

