

**Pre-Ph.D. Course Work**  
**BUSINESS ECONOMICS**

(According to N.E.P. 2020)

SESSION 2022-23

**Veer Bahadur Singh Purvanchal University**

**Jaunpur**

A handwritten signature in black ink, followed by a horizontal line and the date '25/5/22' written below it.A handwritten signature in black ink, appearing to be 'D. K. Singh'.A handwritten signature in black ink, appearing to be 'Anjali'.

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 I 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, SMF.

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 Entrepreneurial Development, Himalaya Housing Publication

Francis Cheruniani, 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, I-views in Research, AMOS, DE AP

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

