



Hemchandracharya North Gujarat University, Patan

PH.D. COURSE WORK SYLLABUS

SUBJECT : MANAGEMENT

Scheme & Course

Sr.	Paper	Nomenclature	Credits	Marks
1.	Paper-I-MBA-CW-101	Research Methodology	04	70+30
2.	Paper-II-MBA-CW-102	Advance Course in Marketing Management	04	70+30
3.	Paper-III-MBA-CW-103	Computer Applications in the subject	04	70+30
4.	Paper-IV-MBA-CW-104	Review of published research in the relevant field	04	70+30
5.	Paper-V-MBA-CW-105	Comprehensive Viva	04	100

Notes:

1. The candidate has to obtain a minimum of 55% of marks or its equivalent grade points in aggregate in the course work in order to be eligible to continue in the Ph.D. programme.
2. If candidate obtains 'F' or 'Ab.' grade in the course/ subject. He/ she will be treated to have failed in that course. He/ She has to reappear in the examination in the next semester.

Paper-I MBA-CW-101 Research methodology Credit-4 (70+30)

1. Concept of Research, Scientific Approach to Research, Types of Research.
2. Research Process and Planning for Research. Review of Literature.
3. Defining Research Problem. Sampling. Hypotheses Formulation. Testing of Hypothesis.
4. Sources/ Methods of Collecting Primary and Secondary Data: Schedules &
5. Questionnaires, Interview, Observation, Scaling Techniques etc.
6. Research Report Writing. Ethics in Research.
7. Quantitative Techniques of Data Analysis I: Application of Mean, Mode, Median,
8. Geometric Mean, Harmonic Mean.
9. Quantitative Techniques of Data Analysis II: Coefficient of Correlation, Regression Analysis. Discriminant Analysis.
10. Quantitative Techniques of Data Analysis III: Application of ANOVA, ANOCOVA, Multivariate Analysis, T-test, z-test, F-test, Chi-square test.

Paper-II MBA-CW-102 Advance Course in Marketing Management Credit-4 (70+30)

1. Marketing Information System.
2. Market Segmentation and Targeting.
3. Buying Behaviour.
4. Models of Consumer Behaviour/ Buying Behaviour. Various Aspects of Consumer Behaviour.
5. Application of Consumer Behaviour, Issues in Formulation of Different Marketing Strategies.
6. Understanding Consumer & Industrial Markets
7. Product Decisions.



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8. Pricing Decisions.
9. Channel Management.
10. Sales Promotion Management
11. Advertising: Types of Media, Media Planning, Media Selection and Strategy.
12. Advertising Planning and Strategies.
13. Legal, Ethical and Social Aspects of Advertising.
14. Creative Advertising.
15. Advertising Firms in India and Abroad.
16. Marketing of Services.
17. Relationship Marketing.
18. Marketing of Retail Business.
19. B2B Marketing
20. Product : Definitions & Features, Product Levels, Classification of Products , Individual Product Decisions,
21. Different between Consumer Products and Industrial Products , Consumer Adoption Process, Product Differentiation
22. New Product Development: Factors contributing to a new Product Design, New Product Development Process,
23. Product Life Cycle, Factors Affecting Product Mix, Product Mix Strategies, Product Positioning
24. Brand Elements: Classification of Brands, Brand Identity,, Brand Image, Brand Personality, Brand Architecture, Brand Equity, Brand Loyalty Pyramid, Brand Equity, Factors Influencing Brand Equity, Different Methods of Brand Equity Measurement., Brand - Customer Relationship.
25. Successful Brands: Characteristics of Successful Brands, Brand Strategies, Consumer Perceptual Space& Clutter, Brand Positioning, Brand Extension Strategies, Brand - Product Relationship, Brand Revitalization.
26. Other Branding Issues: Concept and characteristics of Industrial Brands, Brand Building Issues in Services, Concept of a Retail Brand ,Key Issues in Building Retail Brands, Classification of Retail Brands, Ethics in Branding and Retailing, Marketing Research in Product and Brand Management Areas.
27. Analysis of International Marketing Environment. India's Current Export Import Policy, Recent Trends in India's Foreign Trade, Institutional set-up for Export Promotion, Export Houses, Export Documentation and Procedure.
28. International Marketing Research, Organizational Structures in Foreign Market, Managing International Marketing Communication and its Sales Force, Emerging Trends in International Retail Business.
29. Overseas Market- Product Strategy, International Product Life Cycle, Pricing Decisions, Distribution Channel Decisions and Promoting Products for Exports including Fairs and Exhibitions.
30. Letter of Credit, Credit Risk Insurance with Reference to ECGC- Functioning & Evaluation, Functioning of WTO,UNCTA

Paper-III	MBA-CW-103	Computer Application	Credit-4 (70+30)
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1. Computer Application in Research: Elementary knowledge of Statistical Analysis Using Software Packages such as SPSS, Minitab etc.
2. Computer Application in Research: Knowledge of MS Office Application.
3. Knowledge of Internet Application, and Knowledge of Application of Data-bases of research Publications such as EBSCO, PROQUEST, JSTOR, CENAGE LEARNING, Science Direct etc.
4. Management Information System: Basic Concepts.



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Paper-IV	MBA-CW-104	Review of published research in the relevant field	Credit-4	(70+30)
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For this paper candidates will have to review literature in an area of research, prepare a research proposal and submit a report to the University at the end of the course work. The selection of the problem and preparation of the proposal will be in consultation with research guide.

Paper-V	MBA-CW-105	Comprehensive Viva	Credit-4	(100)
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Candidate will face a Comprehensive Viva-Voce of 4 credits on the subject of Research Methodology, Advanced Course in Marketing Management and literature review report submitted to the university. The Presentation will have to be made by the candidate and it will need to be prepared in consultation with research guide.

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