



Re-Accredited 'B++' 2.86 CGPA by NAAC

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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ક્રમાંક : એસ./પરિપત્ર/૧૧૨૦૪/૨૦૨૩

તા. ૨૦/૦૫/૨૦૨૩

પ્રતિ,  
વડાશ્રી,  
ડિપાર્ટમેન્ટ ઓફ બિઝનેસ એન્ડ  
ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ,  
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,  
સુરત.

**વિષય:- UGC માર્ગદર્શિકા ૨૦૨૨ને અનુરૂપ Ph.D. અભ્યાસક્રમ બાબત.**

સુજાશ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર UGC માર્ગદર્શિકા ૨૦૨૨ને અનુરૂપ Ph.D. અભ્યાસક્રમ સુધારાવા બાબતે મેનેજમેન્ટ વિદ્યાશાખા અને બિઝનેસ એન્ડ ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિની સંયુક્ત તા.૧૮/૦૪/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે નીચે મુજબ કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૫/૦૫/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૬૩ થી મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્દઉપરાંત તેનો અમલ કરવો.

**મેનેજમેન્ટ વિદ્યાશાખા અને બિઝનેસ એન્ડ ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિની સંયુક્ત તા.૧૮/૦૪/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૨**

:: આથી સર્વાનુમતે ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર UGC માર્ગદર્શિકા ૨૦૨૨ને અનુરૂપ Ph.D. કોર્સવર્કનો સુધારેલ અભ્યાસક્રમ સ્વીકારી મંજૂર કરવા એકેડેમિક કાઉન્સિલને ભલામણ કરવામાં આવે છે.

**એકેડેમિક કાઉન્સિલની તા.૦૫/૦૫/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૬૩**

:: આથી ઠરાવવામાં આવે છે કે, મેનેજમેન્ટ વિદ્યાશાખા અને બિઝનેસ એન્ડ ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિની સંયુક્ત તા.૧૮/૦૪/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

કુલસચિવ ૧૯

પ્રતિ,

- ૧) અધ્યક્ષશ્રી, મેનેજમેન્ટ વિદ્યાશાખા
- ૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૩) અનુસ્નાતક વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

...તરફ જાણ તેમજ અમલ સારું.

**Ph.D. Programme in Management**  
(with effect from A.Y 2023-24)

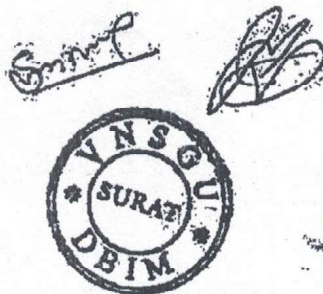
(Full time - One Semester)

**The Scheme and Courses of Study**

<b>Paper 1: Research Methodology</b>	<b>100 marks</b>
<b>Paper 2: Contemporary Issues in Management</b>	<b>100 marks</b>
<b>Paper 3: Research and Publication Ethics</b>	<b>100 marks</b>

**Minimum Standards for completion of Coursework**

1. The candidate shall be evaluated for two components in each of the papers mentioned above. These components shall be as under:
  - A. Internal Assessment (Term Paper(s), Assignment, Presentation, Case Study Analysis) **50 marks**
  - B. External Assessment (University Examination) **50 marks**
2. A Ph. D. scholar must obtain a minimum of 55% marks or its equivalent grade in the UGC 10-point scale in the coursework to be eligible to continue in the programme and submit his or her thesis.
3. University Grants Commission (Minimum Standards and Procedures for Award of Ph. D. Degree) Regulations, 2022 and subsequent regulations shall be applicable in governing the Ph. D. Programme in Management.



## Syllabus

### Paper 1: Research Methodology

#### **Objectives:**

This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the research scholars to prepare report writing, framing research proposals, and carry out data analysis.

#### **Contents:**

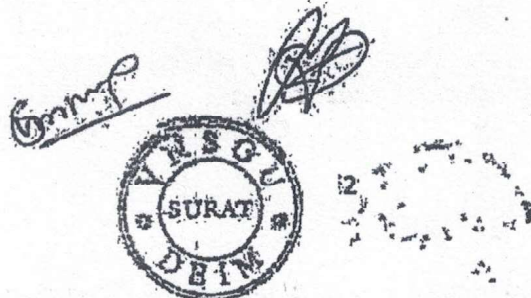
1. Basics of research methodology
2. Literature Review
3. Formulation of Research Problem and Research Questions
4. Research Objectives and Hypotheses
5. Research Design
6. Sampling Plan (Universe, Sampling Frame, Sampling Unit, Sample Size, and Sampling Method)
7. Measurement and Scales
8. Instrument for Data Collection
9. Field Work and Data Collection
10. Data Cleaning and Data Preparation for Analysis
11. Data Analysis (Use of various softwares for data analysis)
12. Emerging concepts in research methods.

#### **References:**

1. Cooper, D. R., Schindler, P. S., and Sharma, J. K. (2018): *Business Research Methods*, 12<sup>th</sup> Edition, McGraw-Hill, New Delhi.
2. Boyd, H. W., Westfall, R. and Stasch, S. F. (1996): *Marketing Research : Text and Cases*, Richard Irwin, Inc., Homewood, Illinois.
3. Zikmund, W. G., Babin, B. J., Carr, J. C., and Griffin, M. (2016): *Business Research Methods*, Cengage Learning, New Delhi.
4. Aakar, D. A., Kumar, V., Leone, R. P., and Day, G. S. (2016): *Marketing Research*, John Wiley & Sons, New Delhi.

\*Other references will be provided by the faculty taking the Course

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**Ph.D. Programme in Management**

**Syllabus**

**Paper - II : Contemporary Issues in Management**

**Course Objectives:**

The objective of this course is to impart the research scholars the confidence and experience of debating issues on the managerial agenda and to have a multi-dimensional view of the subject of management from the perspective of a research scholar.

**Course Content:**

**Part-1:**

1. Emerging Practices in Marketing and Marketing 4.0.
2. Digital Marketing
3. Managing Brands
4. Emerging Issues in Retailing

**Part-2:**

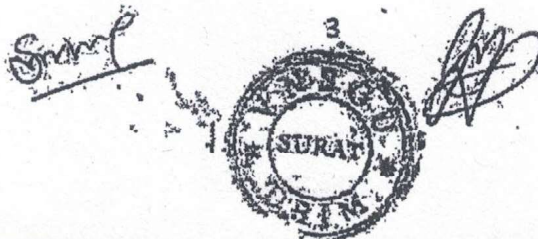
1. Corporate Restructuring and Strategic Finance
2. Investment Management
3. International Financial Management
4. Emerging Issues in Financial Management

**Part-3:**

1. Strategic and Global Human Resource Management
2. Emotional Quotient
3. Cross-Cultural Research in HRM

**Part-4:**

1. Service Operations Management
2. Logistics & Supply Chain Management
3. Total Quality Management



## References:

### Part-1

1. Kotler, P. (2017): *Marketing 4.0: Moving from Traditional to Digital*, Wiley & Sons, Hoboken, New Jersey, US
2. Gupta, S. (2022): *Digital Marketing*, McGraw-Hill, New Delhi.
3. Keller, K. L., Swaminathan, V., and Parameswaran, A. M. G. (2020): *Strategic Brand Management*, Pearson, New Delhi.
4. Levy, M., Weitz, B., and Grewal, D. (2021), *Retailing Management*, McGraw-Hill, New Delhi.

### Part-2

1. Bhalla V. K., *Investment Management: Security Analysis & Portfolio Management*, S. Chand, New Delhi
2. Damodaran, A. (2004): *Corporate Finance*, Wiley India (P.) Ltd., New Delhi
3. Shapiro, A. C., *Multinational Financial Management*, Prentice-Hall of India, New Delhi.
4. Chandrasekhar, K. and Vishvanath, S. R. (2010):

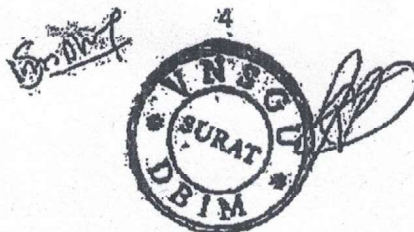
### Part-3

1. Anne-Wil Harzing and Joris Van Ruysseveldt, *International Human Resource Management*, Sage Publications, 2004
2. Goleman Daniel, *Emotional Intelligence: Why it can Matter More than IQ*, 1997

### Part-4

1. Besterfield, D. H. and others (2018): *Total Quality Management*, Pearson, New Delhi.
2. Chopra, S.; Meindl, P.; and Kalra, D. V. (2016): *Supply Chain Management*, Pearson, New Delhi.

\*Other references will be provided by the faculty taking the Course



**Ph.D. Programme in Management**

**Syllabus**

**Paper - III : Research and Publication Ethics**

**Course Objectives:**

The objectives of this course are: (1) to understand the philosophy of science and ethics, research integrity and publication ethics; (2) to identify research misconduct and predatory publications; and (3) to make the research scholars aware about plagiarism issues in research and publication

**Module-1- Philosophy and Ethics in Research**

Introduction to philosophy- Definition, Nature, Concept, scope, Branches; Ethics in research- Definition, moral philosophy, nature of moral judgment

**Module-2- Scientific Conduct in Research**

Intellectual Honesty-Concept; Research Integrity-Concept; Scientific Misconduct-Falsification, Fabrication and Plagiarism (FFP); Selective Reporting & Misrepresentation of data

**Module-3-Publication Ethics & Publication Misconduct**

Publication ethics-Meaning, definition, importance; Conflict of Interests; Violation of publication ethics, authorship & contributor ship; Identification of publication misconduct- Complaints, appeals, and cases

**Module-4-Database and Research Metrics**

Indexing database; Citation; Interpretation of journal reports with impact factor; Metrics: H-Index, G-Index, i10 Index, Altmetrics

**Module-5- Plagiarism Issues in research & Software Awareness**

Plagiarism-Meaning, types-steps to avoid plagiarism; plagiarism checker; Software tools used in research.

**Detailed Topics to be covered**

How research can contribute for the development of individual & society.

**Philosophy**

What is Philosophy- Meaning of Philosophy; Nature of Philosophy; Link between Philosophy & other discipline; Importance of Philosophy; Why study philosophy; Branches of Philosophy



**Ethics with respect to science & research, scientific reporting & ethical tips for authorship**

Types of literature; Review process; Types of journals

**Plagiarism Issues (ethics in research)**

What is Citation; What is plagiarism; Types of plagiarism; Steps to avoid plagiarism; List of softwares; plagiarism checkers-free & paid; Use of plagiarism checker

**Research and publication ethics: Scientific misconduct- Falsification, Fabrication and Plagiarism (FFP)**

What is research-Meaning; Characteristics of a good researcher; Scientific Misconduct- Falsification, Fabrication and Plagiarism (FFP); How to cite- Quote/paraphrase/summarize; Overview of journal selection- Role of a journal; Consideration for the selection of a journal; Types of articles; Cover letters

**Best practices in research**

Intellectual Honesty-Meaning, Background, Concept-Linkage with research designs, research problem & questions

**Intellectual Honesty and Research Integrity**

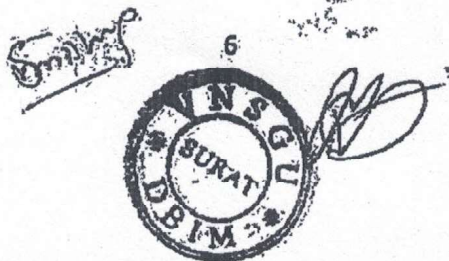
Meaning- Intellectual Honesty, Research Integrity; Academic honesty & integrity; Principles of Research Integrity; Academic Intellectual Dishonesty- Integrity vs. Dishonesty; Plagiarism- Types of plagiarism- Fabrication- cheating- Assisting- Tampering- Substitution/Personation- Unauthorised; collaboration- Deception- Subotage- Duplicity- Collusion; Responsible conduct of Research

**A brief history of scholarly electronic communication and the evolution of the scholarly scientific journals**

Communication: Evolution of Scholarly Journals (Scientific); Coming of Web; Mushrooming of E-journals; Role of Electronic Media in supporting Scholarly communication; Open Access repositories of Thesis; Academic Publishing; OA vs CA; The open Access movement- Advantages & disadvantages of open access; E-repositories

**Conflict of Interest**

Conflict of Interest & Bias-Meaning; Editor's responsibility to authors; How COI will be dealt with by the journal



**Selective reporting and misinterpretation of data**

Spectrum of research practice; Determinants of bad practices; Why does selective reporting or misinterpretation of data occur

**Publication Misconduct:** Meaning, concept, Why is publication needed, its importance; Inappropriate authorship (on the basis of types of authorship); Overlapping authorship

**Research & Publication Ethics**

Importance of ethics in research; Principles of ethics (ethical principles)

**Quality Evaluation and Ethics in research & publication**

Ethics in research & publication; Research, publication and quality assessment; Citation Index

H-Index; Impact Factor; What is Indexing; Relevant online abstracting & indexing services; Index Copernicus; Immediacy index; G-Index

Sherpa Romeo- Software

**References:**

Reading material shall be provided by the Faculty Members / Resource Persons of the concerned topic.

*Smart*



For 5013 - the concerned