

SYLLABUS FOR PHD COURSEWORK

Advanced Level Course on Subject [Paper -7 (04-ALC/B)]

UNIT-1: Business Analytics

- Role of Business Statistics for the research in Business Administration
- Use of open source software for the empirical analysis in Business Administration
- Recent trends & advancements in statistical tools for research papers in Business Administration.

UNIT-2: Financial Management

- Cost Information for Decision Making
- Corporate Social Responsibility
- Capital Market Microstructure

UNIT-3: Human Resource Management

- A brief introduction to Human Resource Management
- Applications of Human Resource Management in the field of research.
- Recent Trends in Human Resource Management: Employee Empowerment, Stress Management, Employee Welfare, Talent Management.
- Discussion on Research Paper Writing

UNIT-4: Marketing Management

- Introduction to Marketing Management as an area of research.
- Research methods in Marketing Management
- Innovative Marketing Practices: Affiliate Marketing, Agile Marketing, Viral Marketing, Neuro Marketing.
- Preparing Research report/paper with field data.

UNIT-5: Information Technology

- Brief introduction on Information Technology in Management
- Application of Information Technology in Management Science research
- Research methods in Information Technology Management
- Research paradigms in Information Technology
- Grand challenges for Information Technology research
- Discussion on development of research paper.