



# **SRINIVASUNIVERSITY**

City Campus, Pandeshwar,  
Mangaluru – 575 001.

Web : [www.srinivasuniversity.ac.in](http://www.srinivasuniversity.ac.in)

**[In compliance of University Grants Commission (Minimum Standards and Procedures for Award of M.Phil./Ph.D. Degree) Regulations, 2016]**

## **SYLLABUS & COURSE WORK OF PH.D. PROGRAMME**

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### **COLLEGE OF MANAGEMENT & COMMERCE**

City Campus, Pandeshwar,  
Mangaluru – 575001.

**SRINIVAS UNIVERSITY**  
**COLLEGE OF MANAGEMENT & COMMERCE**  
**PH.D. PROGRAMME**

**SYLLABUS OF COURSE WORK**

**A. COURSE WORK PATTERN**

**400 M**

Sl. No.	Subjects	Credits	Internal Marks	External Marks	Marks
1	Qualitative & Quantitative Research Methods in Business Management / Commerce	4	50	50	100
2	Subject Paper : Advanced Topics in Business Management / Commerce	4	50	50	100
3	Case Studies on the Topics of Business Management / Commerce	4	50	50	100
4	Literature Review on the Research Topic selected	4	50	50	100
<b>Total</b>		<b>16</b>	<b>200</b>	<b>200</b>	<b>400</b>

**B. COURSE WORK SYLLABUS**

**1. Qualitative & Quantitative Research Methods in Business Management & Commerce**

**100 M**

**Internal Marks : 50**

**University Examination Marks : 50**

Unit 1. Various Research methods & Methodologies & Their Applications.  
 Unit 2. Empirical Research, Hypothesis Testing, Data Collection, Analysis & Interpretation.  
 Unit 3. Focus Group Interactions & Model Building  
 Unit 4. Data Analysis using MS Excel  
 Unit 5. SPSS Certification : Online

**2. Subject Paper : Advanced Topics in Business Management / Commerce**      **100 M**

**Internal Marks : 50**

**University Examination Marks : 50**

Unit 1. People, Management, and Policy  
 Unit 2. Money : Economics, Finance, and Accounting  
 Unit 3. Markets & Strategy  
 Unit 4. Systems & Processes  
 Unit 5. Organizational Behaviour

**Book References :** (1) MBA in a Day : Steven Stralser

(2) Organizational Behaviour : P. S. Aithal

Note : Prepare and submit an Assignment which consists of 250 MCQs and answers.

**3. Case Studies on the topics of Business Management & Commerce** **100 M**

**Internal Marks : 50 University Examination Marks : 50**

- Case Study on a Company/Organisation – 1 - 25 M
- Case Study on a Company Organisation – 2 - 25 M

**4. Literature Review on the Research Topic selected** **100 M**

**Internal Marks : 50 University Examination Marks : 50**

Topic Identification, preparing a Review Article on the identified topic with minimum 10 book reference, 50 research article reference, &20 website reference, PPT Presentation & Publication of Review Article

Minimum for Pass required: 50% Marks in each individual subject.