

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



**BENGALURU
CITY UNIVERSITY**

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

No.BCU/Ph.D-Syllabus / 82 /2025-26

Date.13.06.2025

NOTIFICATION

Sub: MBA Ph.D Course Work Syllabus of Bengaluru City University

Ref: 1. The recommendations of the Board of Studies in MBA(PG)
2. Approval of the Vice-Chancellor dated.06.06.2025

In pursuance to the recommendations of the Board of Studies in MBA (PG) and pending approval of the Academic Council, the Syllabus for MBA Ph.D Course Work of Bengaluru City University with is hereby notified for information of the concerned. Effective from the academic year 2025-26

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.


REGISTRAR
13/6

To,

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BOS in MBA (PG), BCU.
3. The Principals of the concerned affiliated Colleges of BCU – through email.
4. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
5. Office copy / Guard file.

BCU School of Management Studies
Bengaluru City University
Ph. D Coursework – Syllabus
CW01: RESEARCH METHODOLOGY

No. of hrs - 60

No. of credits - 04

COURSE OBJECTIVES:

- 1 To demonstrate proficiency in defining a research problem, identifying variables or phenomena, identifying research designs, and developing purpose statements, research questions, hypotheses, and data collection.
2. To familiarise researcher with statistical techniques and software package.

MODULE 1: INTRODUCTION TO BUSINESS RESEARCH

8 Hours.

Research: Types and methods of research pure and applied research; exploratory, descriptive, diagnostic and evaluation studies, analytical and action research, Induction and deduction, Models, Features of a good Research Study, Internet and research, Research process and preparation of research proposal, Review of literature Mendeley Reference manager, Selection of the Problem, Criteria and sources for identifying the problem, Definition and Statement of the Problem, Evaluation of the Problem, Criteria and sources for identifying the problem, process of defining the problem. Theory Building constructs, propositions, variables and hypotheses, types of hypotheses, Formulation of hypothesis, The Design of Research, types of research design. Using databases (J-Gate + EBSCO + Brown IQ).

MODULE 2: MEASUREMENT AND DATA COLLECTION

12 Hours

Concept and Scales of Measurement, Data types, Comparative and Non-comparative scaling techniques, forms, preparation (Construction), characteristics, Reliability, validity, advantages and limitations of Questionnaire, Rating scale, Techniques Scales of Measurement, Classification of Scales - Single Item v/s Multi Item Scales, Continuous Rating Scales; Criteria for Good Measurement, Criteria for Questionnaire Designing; Types of Questionnaire; Questionnaire Design Procedure, Pilot test, Cronbach's alpha, Interview, Observation

Classification of Survey methods, Evaluation Criteria for Survey Methods; Observation Techniques, Classification of Secondary Data Sources, Qualitative methods, content analysis, Observational Methods, Focus Group Method, Personal Interview Method and Projective techniques, internet survey, management of field work, non-sampling errors.

MODULE 3: SAMPLING AND DATA PREPARATION

10 Hours

Sampling, Concept of Sample and Target Population, Census and Sampling, Sample frame, Sample unit and sample element, Sample size, Determination of Sample Size, Characteristics of a Good Sample, Sampling Design; Probability and Non Probability, Sampling v/s Non-Sampling Error Data Preparation, Field Validation, Data editing, Coding, Classification and Tabulation of Data, data transformation

Nirmala M
Dr. NIRMALA M
Professor & Chairperson
BCU School of Management Studies
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Bangalore - 560 001

MODULE 4 DESCRIPTIVE AND INFERENTIAL ANALYSIS

12 Hours

Analysis of data: overview of measures of central tendency, dispersion, regression and correlation. Testing of hypothesis – procedure, level of significance; type I and type II errors, power of a hypothesis test. Important parametric tests – small and large sample tests for means, proportions. One tailed and two tailed tests. Chi-squared test for goodness of fit and independence. Analysis of variance – the basic principle, one way and two way ANOVA. Analysis of co-variance. Non parametric tests and their characteristics, practical applicability of the test using SPSS.

MODULE: 5: ANALYTICAL TOOLS & TECHNIQUES

12 Hours

Multivariate techniques: multiple regression analysis, multiple discriminant analysis, canonical correlation analysis. Factor analysis, cluster analysis, multidimensional scaling, and conjoint analysis. An overview of software packages (SPSS), statistical interpretation of the program outputs, Introduction to Amos, Text Analytics, Python /R., NVIRO- Quantitative Analytics, Bibliography Analytics.

MODULE 6: RESEARCH REPORT

6 Hours

Types of Research Report, Report Format, Report Writing –, Report Formulation, Guidelines for effective Documentation and visual representation and Research Briefing –Oral Presentation, reports on the internet, Bibliography. Application of AI is manuscript writing.

REFERENCE BOOKS (Latest Editions)

1. Zikmund/Adhikari, "Business Research Methods: A South-Asian Perspective", Cengage
2. Deepak Chawla & Neena Sondhi, "Research Methodology-Concepts & Cases", Vikas Publishing House
3. Donald R Cooper, Pamela S Schneider, J K Sharma, "Business Research Methods", McGraw Hill Education
4. Naval Bajpai, "Business Research Methods", Pearson India
5. Rummel & Ballaine, "Research Methodology in Business", Harper & Row Publishers
6. C.R.Kothari, "Research Methodology (Methods and Techniques)", New Age International
7. R.Pannerselvam, "Research Methodology", Prentice-Hall of India

Note: 1 credit is equal to 15 hrs

No of Hrs - 60
No of credit - 4

BCU School of Management Studies
Bengaluru City University
PhD Coursework – Syllabus
Management Perspective - (Allied Discipline)

Module 1 – Contemporary Practices in Management -

14 Hrs

Quality Circles, TQM, Sustainability Goals (UN), Six sigma, ISO 9000, Lean Manufacturing, green manufacturing, Mass customization, waste management, environmental protection, supply chain management, Innovation management, approaches to innovation, quality control Charts, Business process reengineering.

Module 2 - Marketing Management -

12 Hrs

Social Media Marketing, Internet Marketing, Organized retailing, customer relationship management, rural and green marketing, multi-level marketing, online advertising. Marketing mix consumer behavior, market research, digital marketing, CRM, social marketing retail, service marketing.

Module 3 - Human Resource Management –

12 Hrs

Multi-cultural management, Talent Management, Performance Management and competency mapping, Executive compensation, Leadership Development, organization development interventions, Balanced score card, Knowledge management.

Module 4 - Financial Management

12 Hrs

Financial Decisions, Financial Institutions and Market, Derivatives, roles and functions of Financial Markets, Money Market, Capital Market and its instruments, corporate restructuring, acquisitions and mergers.

Module 5 – Sunrise sectors in India

10 Hrs

Recent trends in different sectors of India like food processing, FMCG, Pharmaceutical, IT, Hospitality, Health care, SME's, Tourism, BPM, Retail.

Reference & Resources

Module 1: Contemporary Practices in Management

1. Operation Management, William Stevenson
2. Operations Management, S.N. Chary
3. The New Age of Innovation, C.K. Prahalad, M.S. Krishnan
4. Six Thinking Hats, Edward De Bono
5. Lateral Thinking, Edward De Bono

Online Resources

1. http://www.appropedia.org?Green_manufacturing
2. <http://www.qualitymag.com/articles/87619-the-sustainable-manufacturing-challenge>
3. <http://www.ncsl.org/portals/1/Documents/employ/Jawahir-Manuf.pdf>
4. http://www.hks.harvard.edu/m-rcbg/heep/papers/Drake-Spinler_DP49.pdf
5. http://en.wikipedia.org/wiki/Business_process_reengineering
6. http://www.adi.pt/docs/innoregio_bpr-en.pdf

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प्रो. राजनीश जैन
सचिव
Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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D.O.No.F.1-1/2018(Journal/CARE)

December, 2019

Respected Sir/Madam,

University Grants Commission in its 543rd meeting held on 9th August, 2019 approved two Credit Courses for awareness about publication ethics and publication misconducts entitled "Research and Publication Ethics (RPE)" to be made compulsory for all Ph.D. students for pre-registration course work (**attached as Annexure**).

In view of the above, you are requested to ensure that the above two Credit courses may be made compulsory for all Ph.D. students for pre-registration course work undertaken in your University from the forthcoming academic session.

With regards,

Yours sincerely,

(Rajnish Jain)

TO THE VICE-CHANCELLORS OF ALL UNIVERSITIES

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Syllabus in detail

THEORY

- RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

- RPE 02: SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

- RPE 03: PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

PRACTICE

- RPE 04: OPEN ACCESS PUBLISHING(4 hrs.)**

ANNEXURE

Course Title:

- **Research and Publication Ethics (RPE)**-Course for awareness about the publication ethics and publication misconducts.

Course Level:

- 2 Credit course (30 hrs.)

Eligibility:

- M.Phil., Ph.D. students and interested faculty members (It will be made available to post graduate students at later date)

Fees:

- As per University Rules

Faculty:

- Interdisciplinary Studies

Qualifications of faculty members of the course:

- Ph.D. in relevant subject areas having more than 10 years' of teaching experience

About the course

Course Code: CPE- RPE

Overview

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy:

- Class room teaching, guest lectures, group discussions, and practical sessions

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

• **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open source software tool

• **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

A. Databases (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

References

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P. Chaddah. (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*. 1–10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179–179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA). *Ethics in Science Education, Research and Governance*(2019). ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf

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