



FACULTY OF BUSINESS MANAGEMENT  
SATAVAHANA UNIVERSITY, KARIMNAGAR - 505002

Pre-Ph.D. Syllabus  
Paper -I: Research Methodology

**UNIT - I: INTRODUCTION**

Research: Need and Significance of Research-Definition - Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research - Deduction and Induction. The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions Ethics in Business Research: Ethical Treatment of Participants - Informed Consent, Rights to Privacy, Confidentiality.

**UNIT - II: THE RESEARCH PROCESS**

Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition - Theoretical Framework - Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis - Procedure for Testing of Hypothesis.

**UNIT - III: THE RESEARCH DESIGN**

Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables - Operational Definitions and Scales - Nominal and Ordinal Scales - Rating Scales - Ranking Scales - Reliability and Validity - Content Validity, Criterion Related Validity and Construct Validity.

**UNIT - IV: COLLECTION AND ANALYSIS OF DATA**

Sources of Data - Primary Sources of Data - Secondary Sources of Data - Data Collection Methods - Interviews: Structured Interviews and Unstructured Interviews - Face to face and Telephone Interviews - Observational Surveys - Questionnaire Construction: Organizing Questions - Structured and Unstructured Questionnaires - Guidelines for Construction of Questionnaires. Data Analysis: An overview of Descriptive, Associational and Inferential Statistical Measures.

**UNIT - V: RESEARCH REPORT**

Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements-References-Appendix-Guidelines for Preparing a Good Research

References:

1. Uma Sekarn " Research Methods for Business - A Skill Building Approach", John Wiley & Sons(Asia) Pvt.Ltd, Singapore,2003
2. Donald R Cooper and Pamela S Schindler "Business Research Methods" Tata McGraw- Hill Publishing Company Limited, New Delhi, 2007.

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Pre-Ph.D. Syllabus  
Paper -II: Finance

**UNIT - I:**

Finance Function - Profit Maximization vs Wealth Maximization - Financial Planning - Time Value of Money - Theories of Capital Structure - Capital Budgeting - Working Capital Management.

**UNIT - II:**

Financial System - Indian Financial System - Markets, Institutions, Instruments, Services - Money Market - Capital Market - Primary and Secondary Markets - Regulatory Framework - Agencies involved in the Investor's Protection.

**UNIT - III:**

Investment Management - Instruments of Investment - Risk and Return - Concept and Measurement - Security Valuation - Different Models of Security Valuation.

Equity Analysis - Fundamental and Technical Analysis - Portfolio Analysis and Selection - Capital Asset Pricing and Arbitrage Pricing Models - Evolution of Portfolio Performance - Financial Derivatives.

**UNIT - IV:**

Capital Structure Planning - Indifference Point Analysis - Debt Securitization and Syndication - Corporate Acquisitions - Determination of Exchange Ratio - Corporate Valuation - EFCF and DCF approaches to Corporate Valuation - Corporate Restructuring and Financial Reengineering.

**UNIT - V:**

Banking and Financial Services - Indian Banking System - Changes in the Regulatory Framework - Asset and Liability Management System - Interest Rate Risk - Market Risk - Credit Risk - Management of NPAs - Management of Mutual Funds in India - Insurance Industry in India

**References:**

1. John.J.Hampton - Financial Decision Making - Prentice Hall of India Ltd, New Delhi
2. James C.Vanhorne - Financial Management and Policy
3. Prasanna Chandra - Fundamentals of Financial Management - Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Fischer and Jordan - Security Analysis and Portfolio Management - Prentice Hall of India Ltd, New Delhi
5. Prasanna Chandra - Investment Analysis and Portfolio Management - Tata McGraw- Hill Publishing Company Limited, New Delhi.



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Paper -II: Human Resource Management & Organization Behavior

**UNIT - I:**

Human Resource Management - HRM Model - HRM Environment in India - Human Resource Planning - Recruitment and Selection Process - E Recruitment - Job Portals - HR Audit - HR Climate in India.

**UNIT - II:**

Human Resource Development - Assessing HRD Needs - Strategies - Competency Development - Management Development - Assessing the impact of HRD Programmes - OD Intervention Strategies - Power and Politics in OD - OD Consultants - Role and Responsibilities.

**UNIT - III:**

Performance Management System - Determining KRAs and KPIs - Competence Based Performance Management System - Team Based Management System - Leadership Based Performance Management Systems - Performance Management Practices in Indian Organizations - Compensation Management.

**UNIT - IV:**

Industrial Relations - Models of Industrial Relations - Evolution and Growth of Industrial Relations in India - Government Policies on Industrial Relations - Industrial Disputes - Causes and Consequences of Industrial Disputes - Settlement of Industrial Disputes - Collective Bargaining and the Role of Trade Unions - Grievance Handling System.

**UNIT - V:**

Organizational Behaviour - Factors affecting Organizational Behaviour - Individual Factors - Motivation - Learning - Perception - Personality - Group Dynamics - Conflicts within groups and between groups - Conflict Resolution Strategies - Managing Change in Organizations - Organizational Climate and Culture - Quality of Work Life.

References:

1. Mondy R Wayne and Noe M Robert: Human Resource Management - Pearson Education, New Delhi.
2. V S P Rao: Human Resource Management - Excel Books - New Delhi
3. Randy L Jan M Werner & David M Harris - Human Resource Development - Thomson India Pvt.Ltd, New Delhi.
4. Wendell French & Ceil Bell - Organisational Development - Prentice Hall of India Ltd, New Delhi.
5. Werner and Desimone - Human Resource Development - Cengage Learning India Pvt. Ltd - New Delhi.



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Paper -II: Marketing

**UNIT - I:**

Marketing Concept - Holistic Marketing Concept - Value Creation and Delivery - Customer Relationship Management (CRM) - Strategic Marketing - Marketing Information System and Marketing Research - Indian Marketing Environment.

**UNIT - II:**

Buyer Behaviour - Factors affecting Buyer Behaviour - Personal Factors and Socio-Cultural Factors - Consumer Decision Making Models - Howard Sheth, EKB and Nicosia Models - Models of Organizational Buyer Behaviour - Trends in Indian Consumer Behaviour.

**UNIT - III:**

Global Marketing - Global Marketing Environment - Selection and Entry Strategies - Global Marketing Strategies - Trends and Challenges in Global Marketing Management.

**UNIT - IV:**

Services Marketing - Problems and Challenges in Service Marketing - Marketing of Tourism Services - Hospitality Marketing - Marketing of Banking and Financial Services - Marketing of Insurance Services - Marketing of Healthcare Services - Emerging trends in Services Marketing.

**UNIT - V:**

Rural Marketing - Problems and Challenges of Rural Marketing - Marketing of Agro Inputs - Agricultural Marketing - Rural Marketing Strategies - Retail Marketing - Trends in Retailing in India - Problems and Challenges of Retailing in India.

**References:**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha: Marketing Management - A South Asian Perspective, Pearson Education Inc. New Delhi
2. Michael. J, Etzel Brance J. Walker William J. Stanton and Ajay Pandit: Marketing Concepts & Cases, Tata McGraw- Hill Publishing Company Limited, New Delhi.
3. V.S. Ramaswamy and Nama Kumari: Marketing Management - Planning, Implementation and Control - The Indian Context - McMillan India Ltd.
4. Schiffman, Leon, Kannuk, Leslie Lazar: Consumer Behaviour - Prentice Hall of India Ltd, New Delhi
5. Suja Nair: Consumer Behaviour in Indian Perspective - Himalaya Publishing House - New Delhi.