



MATS UNIVERSITY



DOCTOR OF PHILOSOPHY (PhD)



MATS University Vision

To become a world class centre in providing globally relevant education. MATS will be the Global University, known for the quality academic programs and outstanding faculty, products and services to students and clients independent of place and time constraint. MATS University will be a benchmark institution for lifelong partnership with students, the workforce and public and private enterprise. Building on its proud tradition, MATS University will extend educational opportunity to those who will make our state (Chhattisgarh), our nation and global society a better place to live and work.

MATS University Mission

To foster an intellectual and ethical environment in which the spirit and skills within MATS will thrive so as to impart high quality education, training, research and consultancy services with a global outlook and human values. To create and develop technocrats, entrepreneurs and business leaders who will strive to & improve the quality of human life. To create truly world class schools of Management Sciences, Engineering Sciences, Information Technology, Life Science, Basic and Applied Sciences, Humanities & Social Sciences and Life Skills.

MATS School of Management Studies & Research (MSMSR) Vision

To become a leading business management school in the country, emphasize on professional excellence, entrepreneurial development, leadership and bringing research and consultancy expertise.

MATS School of Management Studies & Research (MSMSR) Mission

1. To enable management graduates to consistently strive to obtain an in-depth knowledge so that they could add value to the existing theories of business and managerial practices.
2. To promote practical thinking and spirit of enquiry among our students so that they look forward to attain all facets of creative approach that will relish their professional expertise.
3. We owe to impart professional excellence through our job oriented learning programmes & outcomes.

Programme Outcomes

PO1: Depth and breadth of knowledge: Able to independently undertake pure or applied research and professional skills at an advanced level, and translate knowledge to research or practice settings.

PO2: Conceptual awareness and knowledge of Research: A conceptual understanding and methodological competence that provides the graduate with the ability to conceptualize, design, and implement research for the generation of new knowledge, applications, or understanding at the forefront of the discipline and to adjust the research design or methodology in the light to fun foreseen problems.

PO3: Application of knowledge: The capacity to undertake pure and /or applied research advanced level, and contribute to the development of academic or professional skill, techniques, tools, practices, ideas, theories, approaches, and/or materials.

PO4: Awareness of limits of knowledge: An appreciation of the limitations of one's own work and discipline, of the complexity of knowledge, and of the potential contributions of other interpretations, methods, and disciplines.

PO5: Communication skills: The ability to communicate complex and/or ambiguous ideas, issues, and conclusions clearly and effectively.

Program Specific Outcomes:

PSO 1: To demonstrate a detailed knowledge of their areas of specialization with a research work like publication of Research paper, articles, book reviews, case studies etc

PSO 2: To train in analytical/methodological skills needed to evaluate and conduct research in their areas of specialization.

PSO 3: To demonstrate their ability to design and conduct original research in their chosen fields of specialization.

PSO 4: To conceptualize, design, and implement research for the generation of new knowledge, applications, or understanding at the forefront of the discipline and to adjust the research design or methodology in the light of unforeseen problems

Program Educational Objectives:

PEO 1: Graduates will have expert knowledge in a broad domain of management and in a focused area or concentration within management and will be fully qualified to instruct in a university environment.

PEO 2: Graduates will be fully qualified to conduct publishable scholarly research in all functional areas of management.

PEO 3: The graduates shall have the ability to identify pertinent research problems and to formulate a research plan.

PEO 4: The graduates shall have the ability to execute a research plan, to generate and analyze original research results, and to communicate those results through oral presentations and written publications.

PEO 5: The graduates shall have the basic skills needed for life-long learning and professional development.

PEO 6: To benefited the society with new knowledge of research and innovation and provide new ideas to upcoming researchers.

MSMSR Committee and Coordinator:-

Departmental Research Committee- Chairman- Dr. Manish Singh

Member- 1. Dr. Hemant Kumar- Coordinator

2. Dr. Nitin Kalla

3. Dr. Bharati Pujari

4. Dr. Akshita Sharma

5. Dr. Madhu Menon

6. Dr. Samir Panigrahi

7. Dr. ILA Dixit

8. Dr. Gopal Krishna Rathore

9. Dr. Jhuma Saha

Scheme of Ph.D. Course Work Examination

The Pre-Ph.D. Course Works is a one semester course of six months. Admission to this course work will be done through Ph.D. entrance examination. The successful candidates of entrance examination will have to appear before the RDC. RDC will declare the list of successful candidates for Pre-Ph.D. course.

The Pre-Ph.D. course attendance is compulsory for the research scholars. The Pre-Ph.D. course work will contain papers as mentioned below:

S. N.	Code	Subject	Periods per week			Scheme of marks	Total Credit
			L	T	P		
1.	PHDMGT01	Research Methodology	4	0	-	100	4
2.	PHDMGT02	Research and Publication Ethics	2	0	-	100	2
3.	PHDMGT03(GM/MM/FM/HRM)	Elective Course (Branch Specialization)	4	0	-	100	4
4.	PHDMGT04	Seminar/Presentation/Literature Review/Project	-		2	50	2
Total			10	0	2	350	12

L – Lecture, T – Tutorial, ESE – End Semester Examination, P – Practical

VALUE ADDED COURSE OFFERED		
PhD Course work	Subject code	Subject
I	MSMSR/PHDVA/1	BUSINESS ANALYTICS

MATS UNIVERSITY
PH. D COURSE WORK
SUBJECT- RESEARCH METHODOLOGY
CODE- PHDMGT01

1.	PHDMGT01	Research Methodology	4	0	-	100	4
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UNIT-I FOUNDATIONS OF RESEARCH

Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method –Understanding the language of research – Concept, Construct, Definition, Variable. Research Process
Problem Identification & Formulation –Research Question–Investigation Question –
Measurement Issues –Hypothesis –Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing –Logic & Importance

UNIT- II RESEARCH DESIGN

Concept and Importance in Research –Features of a good research design –Exploratory Research Design –concept, types and uses, Descriptive Research Designs –concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.
Qualitative and Quantitative Research: Qualitative research –Quantitative research –Concept of measurement, causality, generalization, replication. Merging the two approaches.
Measurement: Concept of measurement–what is measured? Problems in measurement in research –Validity and Reliability. Levels of measurement –Nominal, Ordinal, Interval, Ratio.

UNIT- III SAMPLING

Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Probability Sample –Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample –Practical considerations in sampling and sample size.
Data Analysis: Data Preparation –Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis –Cross tabulations and Chi-square test including testing hypothesis of association.

UNIT- IV INTREPRETATION OF DATA AND PAPER WRITING

Layout of a Research Paper, Journals in Computer Science, Impact factor of Journals, When and where to publish? Ethical issues related to publishing, Plagiarism and Self-Plagiarism.
Use of Encyclopedias, Research Guides, Handbook etc., latest Software's for citing and Indexing

UNIT -V USE OF TOOLS/ TECHNIQUES FOR RESEARCH

Methods to research required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism.

REFERENCES:

1. C.R Kothari, Research Methodology, Methods & Technique; New Age International Publishers, 2004
2. R. Ganesan, Research Methodology for Engineers, MJP Publishers, 2011
3. Ratan Khananabis and Suvasis Saha, Research Methodology, Universities Press, Hyderabad, 2015.
4. Y. P. Agarwal, Statistical Methods: Concepts, Application and Computation, Sterling Publs., Pvt., Ltd., New Delhi, 2004
5. Vijay Upagade and Aravind Shende, Research Methodology, S. Chand & Company Ltd., New Delhi, 2009
6. G. Nageswara Rao, Research Methodology and Quantitative methods, BS Publications, Hyderabad, 2012.
7. Naval Bajjai “Business Research Methods” Pearson 2011.
8. Prahalad Mishra “Business Research Methods "Oxford 2016.

MATS UNIVERSITY
PH. D COURSE WORK
SUBJECT- RESEARCH AND PUBLICATION ETHICS
CODE- PHDMGT02

1.	PHDMGT02	Research and Publication Ethics	2	0	-	100	2
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UNIT-I PHILOSOPHY AND ETHICS

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

UNIT- II SCIENTIFIC CONDUCT

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

UNIT-III PUBLICATION ETHICS

Publication ethics: definition, introduction and importance, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest ,Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributor-ship, Identification of publication misconduct, complaints and appeals, Predatory publishers and journals

PRACTICE

UNIT-IV OPEN ACCESS PUBLISHING

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

UNIT-V PUBLICATION MISCONDUCT (4hrs.)

Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad, Software tools Use of plagiarism software like Tumitin, Urkund and other open source software tools

UNIT-VI DATABASES AND RESEARCH METRICS (7hrs.)

Indexing databases, Citation databases: Web of Science, Scopus, etc., Research Metrics (3 hrs.), Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics

References

1. Bird, A. (2006). Philosophy of Science. Rout ledge.
2. MacIntyre, Alasdair (1967) A Short History of Ethics. London.
3. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN: 978- 9387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being
5. a Scientist.' A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
6. 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/what_is/index.cfm
7. Be all, J. (2012). Predatory publishers are computing open access. Nature, 489(7415), 179—179. <https://doi.org/10.1038/489179a>
7. 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/EthicsBook.pdf>.

MATS UNIVERSITY
Ph.D. COURSE WORK
BRANCH – PROGRAMME WISE
SUBJECT- ELECTIVE
CODE-PHD03 (GM/MM/FM/HRM)

2.	PHDMGT 03(GM/MM/FM/HRM)	Elective Course (Branch Specialization)	4	0	-	100	4
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GENERAL MANAGEMENT

MSMSR/PhD/103 (GM)

UNIT-I

Management: History, approaches - development of various schools of thought, from scientific management to post modern management (current). Short comings, pitfalls, strengths and threats of various approaches. The trend during and after the Post liberalization era.

UNIT-II

Point planning, rule, strategy, strategic issues based 'on planning orientation. Decision making - types, resources, rational decisions, decision tree, implications of group decision making on management.

UNIT-III

Strategy leads to structure: Types of organizational structures. Organizational Design, Chart and Departmentalization, Span of control, Authority-responsibility, centralization -decentralization, delegation, Theories of organizations, Boundary less and structure less organization, Empowering and authority - reasonability functions.

UNIT-IV

Motivation and leadership (No theories) significance, relevance and purpose on Managerial performance. Control - Types - Production, Financial and Human resources - feed forward control. Control leads to planning and reorganizing - Control as end result variable.

UNIT-V

Management Today: Ethical issues in Management, Competitive Advantage SWOT analysis - Compliance &.quality audit. Core competence and Business Process Out sourcing (BPO),Re-

Engineering, Internationalization of business, TQM and employee work culture, Boundary less organization, Performance of out sourcing, Future trends.

References:

1. Koontz, H and Wechrich. H. Management, 10th ed., New York, Mc Graw Hill.
2. Luthans, F. Organizational Behaviour, 7th ed., New York, Mc Graw Hill. 2
3. Robbins, S.P. Management, 5th ed., New Jersey, Englewood Cliffs, prentice Hall of Inc. 4.
Robbins, S.P. Organizational Behaviour, 7th ed., New Delhi, Prentice Hall of India.
5. Singh, Dalip Emotional Intelligence at work, Response Books, Sage Publications, Delhi.

Marketing Management

MSMSR/PhD/103 (MM)

The objective of this course is to prepare students to read and understand the literatures and the stimulate new research interests in the field of marketing.

UNIT -I

Marketing – Basics, Present day importance of marketing in national and global context; Consumer Behaviour – Decision Making Perspectives, Improving the judgment process, Models of consumer behavior; Marketing Information System – Marketing Research System and Marketing Decision Support System.

UNIT-II

Research Methods in Marketing – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.

UNIT-III

Strategic Marketing – Customer, Competitor and Environmental Analysis; SWOT Analysis, BCG Framework model, Porter's Model, GE Model, McKinsey Model, Market Leader, Challenger, Follower and Nicher Strategies; Market Entry/Exit Decision; Marketing Mix Strategies; Sustaining Competitive Advantage and Core Competence.

UNIT-IV

Logistics and Supply Chain Management; Retail Merchandising – Retailers' Marketing Mix, Product Merchandising and Display, Vendor Relations, Pricing and Mark Downs, e-retailing, Customer Relationship Management – Customer Life Time Value Customer Acquisition Development and Retention, Brand and Customer Equity.

UNIT-V

Entrepreneurial Marketing – New Venture Initiation, Low budget or no budget Market Research, Alternatives to high cost advertising. Multinational Marketing – Overseas Market Research, Legal Dimensions of Multinational Marketing, New Techniques, The Social Impact of Marketing – Social Impact Analysis.

References:

1. Kotler, P., Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, MacMillan

2. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi, PHI.
3. Belch, G.E. & Belch, M.A., Introduction to Advertising and Promotion, Chicago, Irwin.
4. Porter, M.E., Competitive Advantage : Creating, Sustaining Superior Performance, New York, Free Press.
5. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI. 6. Levy, M & Barton, A.W., Retailing Management, Irwin, London.

FINANCIAL MANAGEMENT

MSMSR/PhD/103 (FM)

UNIT-I

Valuation of straight and convertible Bonds, Bond Price volatility, Duration of Bonds, Term structure of Interest rates. Valuation of Equity shares with and without Bonus Issues. Optional capital structure decisions.

UNIT-II

Mathematics of Finance for portfolio construction; Diversification of unsystematic risk and portfolio construction; Optional portfolio selection through Markowitz model, Sharpe model and Lagrange multiplier techniques, Active portfolio management under CPP and CBP; Performance Evaluation of Portfolio.

UNIT-III

Valuation options through Black & Scholes model; Option combination, Option Greeks and Delta hedging through option. Valuation futures, Futures mechanism, B-hedging through futures. Valuation of swaps, swap mechanism and cost of capital reduction through swaps.

UNIT-IV

International Financial system – An overview, Exchange Rate Determination, International parity theorems and Fisher effect, Management of Foreign Exchange Exposure through forwards, money market instruments and options.

UNIT-V

International Accounting and Reporting, International Accounting – Importance and Scope, foreign transactions – recording and translations, consolidation of foreign financial statements, foreign 3 financial statement analysis and reporting - segment and interim, multinational transfer pricing and international taxation.

Reference:

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
2. V.K.Bhalla, Financial Management and Policy, Anmol Publications Pvt. Ltd., New Delhi.
3. Brealey, Richard A and Myers Stewart C., Principles of Corporate finance, Tata McGraw Publishing Company Ltd., New Dehli.

4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India Ltd., New Delhi.
5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hill Publishing Company Ltd., New Delhi.
6. Introduction to Financial Accountings – Charles T. Horngren, Gary L. Sundem & John a. Elliott, Pearson Education, Asia.
7. Advance Accountancy – R.L. Gupta & M. Radhaswami, Sultan Chand & sons, New Delhi.
8. Needless, Belverd, etc. Financial and Management Accounting, Boston, Houghton, Mifflin Company.

HUMAN RESOURCE MANAGEMENT

MSMSR/PhD/103 (HRM)

UNIT-I

ORGANISATIONAL CULTURE: Meaning, Scope Nature Dimensions, distinction between culture & climate - value in culture - Organizational culture in MNC's - Managing multiculturalism & Diversity. Meaning of organizational effectiveness, strategies to improve organizational effectiveness and cultural implications Global and Cross cultural issues to HRM.

UNIT-II

INTERNATIONAL IMPLICATIONS OF HRM Managing HR in an International business-changing environment of firm - strategic planning & HR management, Information Technology & HR, Improving International Assignments through selection, Training, & Maintaining International employees.

UNIT-III

EMOTIONAL INTELLIGENCE : Emotional Intelligence-meaning, scope, self-image, awareness, perception, Knowledge and esteem - matching personality and Job, ethical decision making behavior, Transactional analysis - Ego states, Transactions, life position, strokes, games sweat shirts, Rackets, time-structuring - Impression management empathy neuro Linguistic Programming NLP.

UNIT-IV

ORGANISATIONAL DEVELOPMENT: OD - concepts, nature, scope, Interventions- Intervention strategies - conditions for failure/success in OD efforts, issues in OD, OD trends in India - OD in International settings, OD and Organizational Effectiveness.

UNIT-V

HUMAN RESOURCE DEVELOPMENT : HRD - meaning, scope, importance HRD across cultures, Organizational Training systems, view, needs assessment, training programmes evaluation, performance appraisal design & development, legal issues, implementation & evaluation, role of appraisals in managing performance, career development & planning, factors affecting career -choices - responsibilities of Employers/managers, career counseling, designing career development, system career programmes for special group.

References:

1. Aswathappa, K., HRM & Personnel Management –, TMH
2. C.B.Mamoria, Personnel Management, Himalaya

3. Monappa, Personnel Management

4. C.B.Mamoria, Industrial Relations, Himalaya

5. Robbins, Human Resource Management

MATS UNIVERSITY
Ph.D. COURSE WORK
BRANCH – ELECTIVE COURSE
SUBJECT- SEMINAR
CODE-PHD04

3	PHD04	Seminar/Presentation	-		2	50	2
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Following guidelines for credit seminar shall be followed:

1. Seminar should be based on thrust areas in specific research domain.
2. Research scholar should do literature survey, identify the topic for seminar and finalize the same in consultation with Supervisor.
3. Research scholar is expected to use multiple literatures and understand the topic.
4. Report should be compiled in the standard format as per MATS University Guidelines for report writing and present in front of pair of Examiners appointed by the Head of the Department/ of respective Program.

Seminar should be assessed jointly by the pair of Internal and External Examiners Following points must be assessed during the presentation of Credit Seminar

- i. Quality of Literature survey and Novelty in the topic
- ii. Relevance to the specialization
- iii. Understanding of the topic
- iv. Quality of Written and Oral Presentation

MATS University

Main Campus Address: Aarang – Kharora, Highway, Arang, Chhattisgarh 493441

Contact Number: 077140 78995

City Campus Address: MATS Tower, Pagaria Complex, Pandri, Raipur, Chhattisgarh 492004

Contact Number: 077140 78995

Hours: Open 9:30 P.M- Closes 5:30 P.M.

Email id: admission@matsuniversity.ac.in.

