



दक्षिण बिहार केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF SOUTH BIHAR

To,

The Controller of examinations

Central University of South Bihar, Gaya.

Sub: Submission of minutes of BOS, Commerce.

Ref: CUSB/Acad/42-9/2013/372 date 23/03/2022

Madam,

This is to submit you the minutes of BOS, Commerce held on 13/07/2022 at 11:00 AM in the Department of Commerce & Business Studies, School of Management.

There were Nine members present including Prof. A . Swain who joined the meeting online.

We are also submitting the signed copy of the syllebi for inclusion of 2 credit course in Ph.D course work of this University for its onward transmission to Academic Council for its final approval.

Thanking you in anticipation.

Sincerely yours

(Prof. Brajesh kumar)

Dean & Head

School of Management

CUSB , Gaya

Head

Dept. of Commerce & Business Studies

School of Management

Central University of South Bihar.

Department of Commerce & Business Studies
School of Management
CUSB, Gaya, Bihar

Ph.D Course Work Syllabus for the Award of Doctor of Philosophy
in Commerce & Business studies

Course Title: Research Methodology

Course code: COM.901

Total Credit : 4

Total marks: 100

Part- A (2 Credits)

Unit 1: Research: A Conceptual Framework

- Knowledge: Meaning and Source of Knowledge
- Research: Meaning and Significance of Research in present time, Types of Research, Scientific Method of Inquiry and Basic Steps in Research.
- Literature Review: Process and Record Keeping
- Research Problem: Identification & Formulation: Statement of the Problem, Research Objectives, Research Questions and Hypotheses, Research Design
- Ethics in Research, Plagiarism, Test of Plagiarism
- Bibliography and Referencing: Citation Style(APA Style Of Referencing)
- Intellectual Property Rights

Unit 2: Computer Applications

Basic idea about the uses of computer packages in Business Research: SPSS, EXCEL, EVIEWS and R software

Part- B (2 Credits)

Approaches of Research in Commerce & Business Studies

Unit 1: Quantitative Research: Data collection: methods and tools of data collection: census and random methods; instruments: questionnaire, schedule, experiment, interview, observations; tools: telephonic, internet, multimedia and social-media platforms

Unit 2: Qualitative Research: Structured observation, Content Analysis, Secondary analysis, Qualitative data analysis, Focus group research.

Unit 3: Case study method: introduction and types of case studies; various disciplinary perspectives; conducting case study research.

Unit 4: Mixed method research: combining quantitative and qualitative research methods, interviewing in qualitative research.



Dept. of Commerce & Business Studies
School of Management
Central University of South Bihar.

Course Title: Methods, Tools and Techniques of Business Research
Course code: COM. 902
Total credit: 4
Total marks: 100

Part-A (2 Credits)
Methods, Tools and Techniques of Business Research

Unit: 1 Uni-variate Analysis: Descriptive analysis of uni-variate data; mean, median and mode; Dispersion, Standard Deviation; Coefficient of variance; Skewness and Kurtosis: meaning, measurement and importance; Analysis of variance (ANOVA); problem solving with the help of SPSS and Excel.

Unit: 2 Bi-variate Analysis: Correlation analysis (simple and multiple); Regression analysis (simple); interpretation of results and their indications; Time-series Analysis (basic principles, Cross section, Time series and Panel Data analysis, VAR, ARCH & GARCH models); problem solving with the help of SPSS and Excel.

Unit: 3 Multivariate Analysis: Dependence analysis: Multiple Regression analysis. Multiple Analyses of variance (MANOVA); Multiple Discriminate analyses. Logit Regression; Interdependence analysis: factor analysis. Cluster analysis; Structural Equation Modeling (SEM); problem solving with help of SPSS and Eviews.

Unit: 4 Test of Hypothesis: Basic idea of statistical distribution; Binomial, Normal and Poisson distribution (basic characteristics and applications); Hypothesis: meaning and types; Test of significance; Hypothesis testing: Parametric tests: Z-Test, t Test, F-Test. One-way and Two-way ANOVA; Independent sample t- Test. Non- Parametric tests: Wilcoxon signed rank test, Krushkal-Wallis Test, Freidman Test, Mann- Whitey U- Test. Chi-square Test; problem solving with the help of SPSS.

Unit: 5 Report Writing and Presentation: components of a standard research report; typing, editing and proof reading; language in report writing; principles of quality report writing and presentation; power point presentation: preparation technique, importance and limitations; science and art of quality paper writing, referencing and publication; access, use and follow-up of formalities and instructions for publications; identification of quality and relevant scholarly journals.



Head
Dept. of Commerce & Business Studies
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Course Title: Science, Art and Practice of Research Writing

Course Code: COM. 903

Total Credits: 4

Total marks: 100

This paper will be of 100 marks split into two parts. First part will of 50 marks for a comprehensive literature review on a topic in the area of business and commerce and remaining 50 marks for writing an empirical data based research paper under the guidance of a faculty member.

Suggested Readings:

- **BUSINESS RESEARCH METHODS:** Alan Bryman & Emma Bell, Oxford University Press, 3e, 2011. ISBN 978-0-19-958340-9
- **RESEARCH METHODOLOGY:** Ram Ahuja, Vikash Publishing
- **BUSINESS RESEARCH METHODS(A South Asian Perspective):** William G Zikimund, Barry J. Babin, John C. Carr, Atanu Adhikari, Mitch Griffin
Publisher: Cengage (2010) 8e. ISBN 9788131520369. 8131520366, Price- Rs. 584
- **BUSINESS RESEARCH METHODS:** Donald R. Cooper, Panchla S. Schindler. J.K. Sharma, McGraw-Hill Education , Private Limited, ISBN- 9781259001857, 11e
- **BUSINESS RESEARCH METHODS:** S.N. Murthy & U Bhojanna , Excel Books 3e
- **RESEARCH METHODOLOGY:** Baidyanath Mishra, Ashok Kumar Satpathy, Chaukhambha Orientalia, Varanasi
- **RESEARCH METHODOLOGY:** C.R. Kothari, New Age International Publisher Pvt. Ltd., ISBN- 9788122436235, 9788122436235
- **RESEARCH METHODOLOGY(Concept and Cases):** Deepak Chawla & Neena Sondhi , Vikas Publishing, 2e(2016), ISBN- 9789325982390
- **THE LITERATURE REVIEW(Six Steps to Success):** Lawrence A. Machi, Brenda T. McEvoy
- **THE CRAFT OF RESEARCH:** Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, University of Chicago Press, Chicago, London, 3e
- **THE ESSENCE OF RESEARCH METHODOLOGY:** Bartjan Pennink & Jan Jonker
- **QUALITATIVE RESEARCHING:** Jennifer Mason, 3e, Sage, 2018, ISBN- 978-1-4739-1217-5, 978-1-4-738-1218-2
- **DOING A SUCCESSFUL RESEARCH PROJECT: USING QUALITATIVE OR QUANTITATIVE METHODS:** Martin Davies & Nathan Hughes
- **QUANTITATIVE SOCIAL SCIENCE DATA with R: AN INTRODUCTION:** Brian J. Fogarty, Sage Publications Ltd, London, 2019 e, ISBN 1/10-1826411504, 13-9781526411501
- **FUNDAMENTAL OF RESEARCH METHODOLOGY AND STATISTICS:** Y.K. Singh, New Age International Publisher 2006
- **AN INTRODUCTION TO STATISTICS LEARNING: WITH APPLICATION R:** Trevor Hastie, Robert Tibshirani, Daniela Witten, Gareth James, Springer Texts in Statistics, X/W Heidelberg, London, ISBN- 978-1-4614-7138-7(e book)

Head

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Department of Commerce and Business Studies

School of Management

CUSB, Gaya, Bihar

**Ph.D. Course Work Syllabus for the Award of Doctor of
Philosophy in Commerce and Business Studies**

Course Title: Research & Publication Ethics

Course code: COM904

Total Credits: 2 credits

Total Marks: 50

Teaching Hours: 30 Hours

Research & Publication Ethics

Unit: - 01 Philosophy and Ethics

- Introduction to philosophy: definition, nature and scope, concept,
- Branches of Philosophy and Ethics
- Ethics: definition, moral philosophy,
- Nature of moral judgements and reactions

Unit: - 02 Scientific Conduct

- Ethics with respect to science and research
- Intellectual honesty and research integrity
- Scientific misconducts: Falsification, Fabrication, and Publication
- Redundant publication: Duplicate and overlapping publications, salami slicing.

Unit: - 03 Publication Ethics

- Publication ethics: definition, introduction, and importance


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- Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.
- Publication misconduct: definition, concept, problems that leads to unethical behaviour, and types of publication misconduct.
- Violation of publication ethics, authorship, and contributor ship; Conflict of interest

Unit: - 04 Open Access Publication

- Open access publications and initiatives
- SHERPA/ROMEO online resources to check publisher copyright & self-archiving.
- Software tool to identify predatory publications developed by SPPU.
- Journal finder/journal suggestions tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, etc.

Unit: - 05 Publication Misconduct

- Subject specific ethical issues, FFP, authorship
- Complaints and appeals: examples and fraud from India and abroad
- Software tools: Turnitin, Urkund and other open-source software tools
- Database and research metrics: Indexing databases and Citation databases; Impact factor of Journal as per journal citation report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g-index, altimetric.


 Head
 Dept. of Commerce & Business Studies
 School of Management
 Centry! University of South India

References

- Bird, A. (2006). *Philosophy of Science*. Routledge
Machtyre, Alasdair (1967) *A Short History of Ethics*. London.
P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; or not get plagiarized. ISBN:978-9387480865
National Academy of Sciences. National Academy of Engineering and Institute of Medicine. (2009). *Opening 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.nehhs.nih.gov/research/resources/bioethics/whats/ina/>
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.org/in/pdf/Ethics_Book.pdf



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