

GURU KASHI UNIVERSITY



Doctor of Philosophy

Session:- 2025-2026

Faculty of Management and Commerce

Program Structure									
Course Code	Course Title	Type of Course	L	T	P	Total Credits	Internal	External	Total Marks
PPH105	Research Methodology	Core	4	0	0	4	30	70	100
PPH102	Research and Publication Ethics	Core	2	0	0	2	30	70	100
PPH132	Business Policy and Strategic Management	Core	4	0	0	4	30	70	100
PPH104	Computer Applications in Research	Skill Based	0	0	4	2	30	70	100
Total Credits						12	120	280	400

Course Title: Research Methodology

Course Code: PPH105

Learning Outcomes

L	T	P	Credits
4	0	0	4

Total Hrs. 60

On successful completion of this course, the students will be able to:

1. Discuss the various kinds of research, objectives, hypothesis and research process, and sampling.
2. Demonstrate the research design and methods needed in the field study.
3. Examine the various research papers, policy papers and reports of Social Science.
4. Formulate the charts, tables and graphs, commonly found in Social Sciences.

Course Content

Unit-I 13 Hours

1. Research in Social Sciences: Meaning, Nature and Problems
2. Methods of Research in Social Sciences

Unit-II 17 Hours

3. Research Design: Meaning, Types and Steps involved in the formulation of Research Design.
4. Techniques and Methods of data collection: Observation, Interview, Questionnaire and Schedule, Case Study, Historical, Experimental, Survey Method and Likert scale, Semantic scale.

Unit- III 16 Hours

5. Sampling Techniques: Probability and Non-probability methods. Qualities of a Good Sample
6. Testing of Hypotheses, Methods of data analysis: Analysis of quantitative data and its presentation with tables, graphs etc., measures of central tendency, dispersion.

Unit-IV 14 Hours

7. Research and Academic Integrity: Copyright issues, Objectivity and Plagiarism in research
8. Report writing and Thesis Writing.

Transaction Mode

Group Discussion, Quiz, Open Talk, One minute presentation, Assignment

Suggested Readings

- *Montgomery, D. C & Kowalski, S. M. (2007) .Design and Analysis of Experiments, Hoboken, New Jarcy: John Wiley and Son.*
- *Kothari, C.K. (2004). Research Methodology: Methods and Techniques, New Delhi: New Age International Publication.*
- *Krishnaswamy, K N, Sivakumar, AI & Mathirajan, M. (2005) .Research Methodology: Integration of Principles, Methods and Techniques, New Delhi: Pearson Education.*
- *Chawla, Deepak & Sondhi, Neena. (2002). Research Methodology Concepts and Cases, New Delhi: Vikas Publishing House Pvt Ltd.*
- *Panneerselvam, R. (1998). Research Methodology, New Delhi: PHI Publication.*
- *Cooper, D. R., Schindler, P. S. (2016). Business Research Methods, New York: Tata McGraw Hill.*
- *Gupta, S. P. (2021) Statistical Methods, Delhi: Sultan Chand & Sons Publication (Forty Sixth Revised Edition).*
- *Ronald, E. Walpole.(2017) .Probability and Statistics for Engineers and Scientists (9th ed), Boston: Pearson Publication.*
- *Babbie, Earl(2010): The Practice of Social Research,12th ed., Belmont: Wadswort.*
- *Bryman, Alan (2012): Social Research Methods, 4th ed., Oxford: Oxford University Press.*
- *Bryman, Alan, (2018), Social Research Methods, (5thed.). New Delhi : Oxford University Press.*
- *Della Porta, Donatella and Michael Keating (2008): —How Many Approaches in the Social Sciences? An Epistemological Introduction, in: Donatelladella Porta and Michael Keating(eds.),Approaches and Methodologies in the Social Sciences, Cambridge : Cambridge University Press.*
- *Denzin, Norman and Yvonna Lincoln (2013): —Introduction: The Discipline and Practice of Qualitative Research, in Norman Denzin and Yvonna Lincoln, Collecting and Interpreting Qualitative Materials, London: Sage.*
- *Giri, Arunangshu, Biswas, Debasish, (2019), Research Methodology For Social Sciences, New Delhi: Sage Publications India Pvt Ltd.*
- *Kumar, Ranjit, (2019), Research Methodology: A Step-By-Step Guide For Beginners,*

(5thed.). New Delhi: Sage Publications Asia-Pacific Ltd.

- *Lune, Howard, Berg, Bruce, L.(2017), Qualitative Research Methods For Social Sciences, (9thed.).Pearson India.*
- *Neuman, W. Lawrence, (2014), Social Research Methods: Qualitative and Quantitative Approaches,(7thed.).U.S.A: Pearson Education Limited.*
- *Gupta, S.C. and Kumar, V. (2020), Fundamentals of Mathematical Statistics. Sultan Chand and Sons.*

Course Title: Research and Publication Ethics

Course Code: PPH102

L	T	P	Credits
2	0	0	2

Total Hours 30

Learning Outcomes

On the completion of the course the students will be able to

1. To have awareness about the publication ethics and publication misconducts.
2. To understand indexing and citation databases, open access publications, research metrics (citations, h-index, impact factor etc.)
3. Develop hands-on skills to identify research misconduct and predatory publications.

Course Content

- **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 (5 Hrs.)**

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.)**
 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 (4 Hrs.)**
 - 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 tools
- **RPE 06: DATABASES AND RESEARCH METRICS (7 Hrs.)**
 - 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

Suggested Readings

1. Bird, A. (2006). *Philosophy of Science*. Routledge.
2. MacIntyre, A. (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 a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
5. Rensik, 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/resources/bioethics/whatis/index.cfm>

6. Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>

Course Title: Business Policy and Strategic Management

L	T	P	Credits
4	0	0	04

Course Code: PPH132**Learning outcomes:****Total Hours: 60**

After completing this programme, students will be able to:

1. Analyze external and internal environments using frameworks like SWOT and Porter's Five Forces to identify key strategic factors.
2. Formulate corporate, business, and functional strategies that align with organizational objectives and competitive conditions.
3. Learn to implement strategies effectively by aligning resources, structure, and leadership with strategic goals while managing organizational change.
4. Understand how to make strategic decisions within a global business context, considering ethical considerations and corporate social responsibility.
5. Apply strategic management principles considering market dynamics, ethical issues, and corporate social responsibility.

Unit-I**13 Hours**

Strategic Management- Meaning, Nature, Scope and Significance; Business Definition; Strategic Decision Making; Strategic Management Model, Stakeholders in Business; Vision, Mission and Objectives.

Unit-II**17 Hours**

Internal Analysis – Concept of Value Chain, SWOT Analysis; Competence, Distinctive Competence and Core Competence; Competitive Advantage and Sustainable Competitive Advantage.

External Environmental Appraisal: Meaning, Significance and Forces. Environmental Scanning: Process and Techniques; Corporate Appraisal- Meaning; Process; Significance & Techniques; Porter's Generic Strategies. Understanding concepts such as Key Success Factors; Driving Forces.

Unit-III**15 Hours**

Strategy Alternatives, Variation and Choices: Stability, Growth, Retrenchment and Combination Strategies, Strategic Alliances, Mergers, Acquisitions, Diversification, Integration, Liquidation; Corporate Portfolio Analysis; Strategic Choices Models- BCG Matrix, GE- Model, C. Hofer's Product-Market Evolution Portfolio Matrix, Shell's Directional Policy Matrix.

Unit-IV**15 Hours**

Strategic Implementation: Strategy Implementation Process, Issues in Strategy Implementation: Behavioral, Functional, Operational and Functional Implementation.

Strategy, Evaluation and Control - Process and Methods. Strategic Management in the internet era. Ethics, Corporate governance and Social Responsibilities.

Suggested Readings:

1. *David, F.R. & David, F.R. (2021). Strategic Management: Concepts and Cases (15th Edition).*
2. *Porter, M.E. (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors.*
3. *Barney, J.B. & Hesterly, W.S. (2014). Strategic Management and Competitive Advantage: Concepts and Cases (6th Edition)*
4. *Jauch L. R. , R. Gupta and W. F. Glueck, Business Policy and Strategic Management, 6th ed., Frank Bros., New Delhi, 2003*
5. *Thompson, Arthur A Jr.; Strickland A J III; Gamble, John E and Jain, Arun K. "Crafting and Executing Strategy. The Quest for Competitive Advantage - Concepts and Cases", Tata McGraw, New Delhi.*
6. *Kazmi, Azhar, Strategic Management, Tata Mc.Graw*

Course Title: Computer Applications in Research

Course Code: PPH104

L	T	P	Credits
0	0	4	02

Learning Outcomes

Total Hours 30

On the completion of the course the students will be able to

1. The students will become familiar with the usage of software for managing the reference.
2. To make literature reviews easily.
3. To make reference management by using open software.

Course Content

Unit –I

06 Hours

Mendeley Software: Mendley software concept, features and uses- Installation of Mendeley software in your system Creating account. Installing as Plugin in Browser. Various third party Plugin for Mendeley.

Creating your library: Add PDFS to Mendeley-Import/export EndNote, BibTeX and RIS libraries- Document details lookup (CrossRef, PubMed, and Arxiv) -Google Scholar Search -One-click Web Importer -Watch folders to automatically add PDFs to Mendeley Desktop-Synchronize PDFs with your Mendeley Web account.

Unit-II

08 Hours

Managing your documents and references: Merge duplicate author names, tags, or publications- Documents can be marked read/unread- Search as you type - Annotate PDFS-Multiple level undo in document details -Tag and edit multiple documents at once- File Organizer.

Citing references: Word and Open Office plug-in-Cite in Google documents (and other editors) -Cite using BibTeX.

Sharing Documents and References: How to Create a Group Adding members and documents Using Group.

Unit III

08 Hours

Chat GPT: Working of ChatGPT, Role of ChatGPT in research, Advantages of ChatGPT, Query ChatGPT, Paraphrasing, Summarization, Table to Text and Text to Table, Translation to other language, Programming Code Generation and Explanation, Data Object Conversion (JSON to XML to CSV and Vice-versa). Creating

Heading and Subheading. Writing and Blogging, Analyzing Data, Working with Email(creating, replying and improving).

LinkedIn: Introduction of LinkedIn, Creating the Profile, Role of LinkedIn in Research, Searching for Jobs, Applying for Jobs.

Research Gate: Introduction of Research Gate, Creating the Profile, Role of Research gate in Research, Adding your research Article, Searching and sending request for research.

Unit IV

08 Hours

Google Classroom: Introduction of Google Education Tools, Features of Google Class room.

Teacher Role: Creating Class or Group, Uploading Lecture/Documents, Creating and Grading Assignment, Creating and Grading Quizes, Communication with Students and Parents, Creating Survey, Collecting Feedback, Post Announcements, Group Discussion

Supervisor/Leader Role: Create and Manage Class and Grade, Manage co-teacher and Roaster of Teacher, Group Discussion, Post Announcements.

Admin Role: Data Protection, Create Classes and Roaster, Adding and removing Students.

Scopus: Introduction of Scopus, Role of Scopus in Research, Understanding different Metrics of Scopus (SJR, Cite Score, H-index, Citation etc.)

Suggested Readings

- 1) *Office 2007 in Simple Steps, Kogent Solutions, (Wiley Publishers).*
- 2) *MS-Office 2007 Training Guide, S. Jain (BPB Publications).*
- 3) *Computer Fundamentals by P.K. Sinha (BPB Publications).*
- 4) *Practical Research: Planning and Design by Paul D. Leedy & Jeanne Ellis Ormrod (Indian Edition, 2014).*
- 5) *Research Writing and Reference Management by K. S. Gaur (2015)*
- 6) *Google Classroom for Teachers: A Step-by-Step Guide by R. T. Brown (Indian Edition, 2020).*
- 7) <https://www.mendeley.com/reference-management/reference-manager>
- 8) <https://edu.google.com/workspace-for-education/classroom/>