Ph.D		**Semester**	**2**	**Teaching Scheme**				**Evaluation Scheme**	
Subject Name	Paper 4 Seminar			**L**	**T**	**P**	**Credits**	**CCE**	**SEE**
Subject Code	SUPH11201			**0**	**2**	**0**	2	25	25
Type of course	Seminar/ Tutorial based			CCE: Continuous and Comprehensive Evaluation SEE: Semester End Evaluation					
Prerequisite	Basic understanding of academic writing, research methodology, and familiarity with reading scholarly literature.								
Rationale	The seminar course is designed to strengthen doctoral scholars' ability to conceptualize, structure, and present a high-quality academic term paper in their chosen area of research. It develops critical reading, academic writing, analytical thinking, and scholarly communication skills essential for independent research. Through guided tutorials, peer review, and supervised writing, students learn how to frame research questions, synthesize literature, construct arguments, and communicate research effectively. This course also prepares students for subsequent stages of doctoral research, including synopsis development, publication writing, and RAC/DRC presentations.								

Seminar outcomes	
1	Demonstrate the ability to conceptualize and develop a structured term paper.
2	Exhibit proficiency in academic writing conventions and research methodologies.
3	Produce a well-organized, evidence-based, and original academic paper.
4	Confidently present and defend their research work before peers and faculty.

The purpose of term paper is to build understanding of the research scholar in identified area of research. Theme of research paper may be identified collectively by Research Supervisor and Research Scholar.

Key Guidelines

- Depending upon broad topic researchers wants to pursue, research supervisor may ask scholar to develop, either one detailed term paper on selected theme or one limited term paper along with one generic presentation on mutually identified theme/s.
- The structure of term paper will be mutually decided by the supervisor and scholar. The decision will be based on the decision, whether term paper will be aimed at describing the concepts using literature, explaining the developments in the field, highlighting major academic debates, or exploring and analysing the domain based on existing data or the purpose is to synthesis the knowledge from existing literature.

- A full-term paper should usually be between 2500 to 5000 words.
- A term paper should be written by following typical academic writing conventions. (structure of paper, formatting style, bibliographic conventions etc.)
- Through this course, students will have developed a high-quality term paper that is well-researched, structured, and written with academic integrity.
- At the end of the course, students will have developed a well-structured term paper that meets academic standards. This paper will be presented to RAC. (+ 2 – 3 members appointed from FDC, VC Nominee?)

To support research scholars with writing skills Faculty Doctoral Committee (FDC) may organize a seminar. Depending upon need identification by FDC, this seminar may focus on any of the specific topics covering research methodology, literature review, writing skills etc.

Developing and Structuring Term paper

- Tutorials for identifying credible sources (journal articles, books, conference papers).
- Identifying introduction to literature review techniques (thematic, chronological, conceptual).
- Guided session on note-taking and summarizing research papers.
- Interactive session regarding developing research questions and hypotheses.
- Guided session on writing a strong thesis statement and argument development.

Drafting Term Paper

- Peer review session on thesis statements and argument flow.
- Hands-on interactive session on writing for body paragraphs and conclusion.

Recommended References	
1	Writing for Academic Success by Gail Craswell & Megan Poore
2	The Craft of Research by Wayne C. Booth, Gregory G. Colomb, & Joseph M. Williams
3	They Say/I Say: The Moves That Matter in Academic Writing by Gerald Graff & Cathy Birkenstein
4	Academic Writing for Graduate Students by John M. Swales and Chrstine B. Feak, Michigan 3rd Edition 2012

List of Open Source/learning website/Other Details if any:

SARVAJANIK UNIVERSITY

DOCTOR OF PHILOSOPHY

Ph.D		**Semester**	**2**	**Teaching Scheme**				**Evaluation Scheme**	
Subject Name	Issues in Management Research and Data Analysis			**L**	**T**	**P**	**Credits**	**CCE**	**SEE**
Subject Code	PGPH21201			3	0	2	4	50	50
Type of course	Theory + Practical			CCE: Continuous and Comprehensive Evaluation SEE: Semester End Evaluation					
Prerequisite	Basic understanding of research methodology and fundamental statistical concepts. Prior exposure to SPSS or any statistical tool will be beneficial but not mandatory.								
Rationale	This course equips doctoral scholars with an advanced understanding of contemporary issues in management research and a strong foundation in quantitative data analysis. It enables scholars to critically engage with emerging research domains, design and validate survey instruments, and apply sophisticated statistical techniques, including multivariate, longitudinal, and time-series models. The course strengthens analytical rigor and computational proficiency essential for high-quality doctoral research and evidence-based decision-making.								

Course Outcomes (COs): At the end of the course, students will be able to		**Marks % Weightage**
CO – 1	Identify and critically examine contemporary issues and emerging research areas across different functional domains of management.	30%
CO – 2	Design and implement survey-based research, including the development and validation of measurement scales.	20%
CO – 3	Apply advanced statistical methods such as longitudinal and time-series analysis to empirical management research problems.	20%
CO – 4	Evaluate the suitability and relevance of different statistical tools and techniques for addressing real-world managerial and research questions.	10%
CO – 5	Use statistical software packages (SPSS, AMOS, Smart PLS, etc.) to perform complex data analysis and model testing.	10%
CO – 6	Interpret and synthesize statistical findings to derive meaningful managerial and research insights from diverse datasets.	05%
CO – 7	Demonstrate computational and analytical proficiency in applying quantitative research methods for evidence-based decision making.	05%

Course Contents			
Unit	**Content**	**Tentative Teaching Hours**	**Tentative Unit Weightage**
1	**Contemporary issues and scope of research in…**	**24**	**30%**

	• Accounting and Finance. • Marketing Management. • Human Resource Management. • Production and Operations Management. • International Business. • Strategy and Policy. • Information Technology. • Ethos and Values. • Social Research, Entrepreneurship. • Sustainable Management, Corporate Social Responsibility.		
2	**Survey Research, Scale Construction and Validation** • Survey Research • Questionnaire Design • Attitude Measurement • Scale Construction and Psychometric Analysis • Validity and Reliability Analysis **Introduction to Data Analysis (DA)** • Types of Scale (Nominal, Ordinal, Interval and Ratio) • Qualitative V/s Quantitative Data Analysis • Cross Sectional V/s Longitudinal Data Analysis • Descriptive V/s Inferential Statistics	**14**	**20%**
3	**Quantitative Data Analysis – Cross Sectional Data Analysis (Advance) – Multivariate Data Analysis** • Exploratory Factor Analysis • Introduction to Structural Equations Modelling • Path Analysis • Confirmatory Factor Analysis • Structural Equations Modelling using SPSS AMOS • Mediation and Moderation Analysis • Introduction to Formative Models and Smart PLS	**20**	**25%**
4	**Quantitative Data Analysis – Longitudinal Data Analysis (Basics and Advance)** • Panel Data Regression Models • Time Series Econometrics: Basics • Time Series Econometrics: Forecasting • Generalized Estimating Equations (GEE) • Mixed Effects Regression (MER)	**20**	**25%**

Suggested Specification table with Marks

% Distribution of Marks					
R Level	**U Level**	**A Level**	**N Level**	**E Level**	**C Level**
5%	10%	20%	30%	20%	15%

Legends: R: Remembrance, **U:** Understanding; **A:** Application, **N:** Analyze, **E:** Evaluate **C:** Create and above Levels **(Revised Bloom's Taxonomy)**

Recommended Reference Books	
1	Qualitative Research Practice: A guide for social science students and researchers By Ritchie J., Lewis, J., Nicholis, C. M. & Ormston, R. (Eds.) Sage – Latest Editon
2	Research Design (Qualitative, Quantitative and Mixed Methods Approaches) by John W., Creswell & J. David Creswell, Sage – Latest Edition
3	Qualitative research from start to finish, Guilford Publication
4	Marketing Research: An applied approach by Malhotra N., Nunan D. & Birks., D, Pearson Education (India) – Latest Edition
5	Basic Econometrics by Damodar N. Gujarati, Sangeetha, The McGraw-Hill – Latest Edition
6	Methods and Applications of Longitudinal Data Analysis by Xian Liu, Elsevier Publication
7	Business Statistics for contemporary Decision Making by Ken Black, Wiley – Latest Edition
8	Multivariate Data Analysis by Joseph F. Hair Jr., William C. Black, Barry J. Babin and Rolph E. Anderson, Pearson – Latest Edition
9	A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM) by Joseph F. Hair, Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, SAGE Publications – Latest Edition
10	Basic Econometrics by Damodar N. Gujarati, Sangeetha , The McGraw-Hill – Latest Edition

List of Open Source/learning website/Other Details if any:

1. Review of Economics and Statistics
2. Annals of Statistics
3. Computational Statistics and Data Analysis
4. Statistics in Medicine
5. Statistical Science
6. Journal of Econometrics
7. Journal of Applied Econometrics
8. Journal of Financial Econometrics
9. Qualitative Research
10. Qualitative Market Research