



Bharati Vidyapeeth University  
(Deemed to be University)

INSTITUTE OF MANAGEMENT & RESEARCH NEW DELHI  
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Date – 31-8-2024

List of Resource Persons- for PhD Coursework

Venue: First floor Lab

(Paper1: Research Methodology)

SNo.	Name of the Topic	Name of the resource person	Date and time
1	Introduction to Research: Definition, meaning, characteristics of Research, Types of Research, Introduction Nature of qualitative and quantitative research, Research in functional areas of management, Process of Research, Formulation of Research Design. Types of research designs	Dr.Neetu Jain	2-9-2024 3:30-4:30 pm
2	Meaning and sources of Research problem, characteristics of good Research problem, Research process, outcomes, application of Research, Sources of Research Problems in Management, Research Avenues in Different Business Sectors – IT, Manufacturing, Agriculture, Services etc.	Dr.Neetu Jain	14-9-2024 9:00 -10:00am
3	Conceptual Frameworks, Literature Review Process – Role, importance, sources, methods, software tools for literature review. Formulation of Research Problem – Introduction, Review of Literature, Objectives, hypothesis, scope, limitations etc	Dr.Aarushi Kataria	14-9-2024 12:10-1:00pm
4	Research Design – Meaning, Need, Types of research design – Exploratory,	Prof. Dr.Broto Bhardwaj	21-9-2024 9:00 -10:00am

	Descriptive, Causal Research Design, Subject Specific research design, model building techniques and testing methods, features of good research design. Subject Specific Experiments, surveys and case study research		
5	Concept of Population and Sample, Census Survey and Sample Survey; Nature and Limitations; Sampling: Sampling design: Meaning, logic and application of sampling. Sampling terminology: Universe, population, sampling frame, sample size, Determination of sample size, Methods of sampling: Probability and non-probability sampling, Criteria of choosing an appropriate sampling method.	Dr. Neetu Jain	28-9-2024 9:00 -10:00am
6	Introduction to Measurement: Meaning and Approaches; Types of Measurement: Measurement scales- nominal, ordinal, interval and ratio scales, Reliability and Validity of measures. Pilot study	Prof. Dr. Broto Bhardwaj	5-10-2024 9:00 -10:00am
7	Data Collection Methods: Types and Sources of Data, Interviews –telephonic, personal, Observation – Direct and Indirect, Questionnaires, Schedules through enumerators, Other Methods – mechanical devices, projective techniques etc. Questionnaire construction and interview schedule. Survey techniques. Designing the instrument for data collection. Processing of Data – Editing, Coding, Classification and Tabulation of Data.	Prof. Dr. Broto Bhardwaj	5-10-2024 and 19-10-2024 9:00 -10:00am
8	Data Analysis: Organization and presentation of data, Univariate, Bivariate and Multivariate Analysis; Tools of Descriptive statistics and their applications. Likert Scale Data Analysis, Factor Analysis, Regression Analysis – Linear and Logistic, Analysis of variance (ANOVA),	Prof. Dr. Broto Bhardwaj	19-10-2024 1:00 pm

	Test of Hypothesis, Parametric and Non-parametric tests - chi-square test, t-test and z-test. Nature and methods non-parametric statistical test.		
9	Presentation and Publication of Research: Research Proposal, Research Paper, Research Thesis, Research Report, Report Writing: Pre writing considerations, Formats of publications in Research journals, Research Proposal, Format for writing reports, bibliography, and references using Reference Management System, citing different sources	Prof. Dr.Broto Bhardwaj	26-10-2024 9:00 -10:00am
10	Ethics in Research: Plagiarism - Definition, different forms, consequences, unintentional plagiarism, copyright infringement, collaborative work. Qualities of good Researcher.	Prof. Dr.Broto Bhardwaj	26-10-2024 9:00 -10:00am
11	ICT Tools for Research – Definition of ICT, Related Concepts and Technologies, Use of ICT Tools, Impact of ICT on Educational, Social and Economic Development, Role of computers in research, maintenance of data using software such as Mendeley, Zotero, Endnote, Tabulation and graphical presentation of research data and software tools like EViews, MATLAB, Minitab. Use of Internet in Research: Browsing the internet through standard features, Accessing and Downloading information,	Dr.Ajay Kumar	9-11-2024 9:00 -10:00am
12	E-resources for research, Impact Factor: E - Information, H-Index, citation index, e-journals etc. Web search: Introduction to Internet, use of Internet and WWW, using search engines and advanced search tools.	Prof. Dr.Broto Bhardwaj	16-11-2024 9:00 -10:00am

13	<b>PRACTICAL INPUTS on the following through WORKSHOPS</b> Spreadsheet Tool: Introduction to spreadsheet application, features and functions, Using formulas and functions, Data storing, Features for Statistical data analysis, Generating charts/ graph and other features.	Prof. Dr.Broto Bhardwaj	23-11-2024 Hands on Practicing on Statistical software on regular basis during course work
14	Tools used may be Microsoft Excel, Tools for Data Analysis - SPSS for data analysis, Open Source Software for Research- R Programming for Research ICT for Research	Workshop by Expert	Hands on Practicing on Statistical software on regular basis during course work

**(Paper2: Recent Advances in Management Studies)**

SNo.	Name of the Topic	Name of the resource person	Date and time
1	Introduction to Management and organizations, functions and responsibilities of manager. Organizational Structure, Leadership Styles, Manpower planning. Change Management, Conflict management	Dr.Pankaj Saini	14-9-2024 10:00-12:00 pm
2	Ethical Issues in Management, Value based organizations; personal framework for ethical choices; Ethical pressure on individual in organizations; Gender issues; Ecological consciousness, Environmental ethics; Social responsibilities of business; Corporate governance, An Overview of Consumer Protection Law and Cyber Laws	Dr.Pankaj Saini	21-9-2024 10:00-12:00 pm
3	Use of Information Technology in managerial applications; Technology issues and Data processing in organizations; MIS and Decision making; Cyber Security – Nature and Scope and legislation, Basics of Software Project Management	Dr.Daljeet Singh Bawa	21-9-2024 12:10-1:00 pm

4	Production and Operations Management – TQM, Kaizen, Six Sigma, World Class Manufacturing	Dr.Aditi	21-9-2024 1:00-2:00 pm
5	Economics: Concepts of Optimization , Demand and Supply Equation, and Price Determination	Dr.Neetu Jain	28-9-2024 10:00-11:00 am
6	International Business ,Nature and Scope of IB, International Trade Theories, Strategy of IB, Balance of Payments, Derivatives	Dr.Sanjoy Roy	28-9-2024 11:10-12:00 pm
7	Concept of Corporate Strategy, Strategy Formulation, Types of strategies, BCG Model, Porter’s Generic Strategies, Competitor Analysis, Industry analysis and evaluation, Competitive strategy and corporate strategy, Managing cultural diversity, global entry strategy, Types of policies, principles of formulation of policies, decision making models	Dr.Aditi	28-9-2024 12:10-1:30 pm
8	Innovation and Entrepreneurship, Concept of Innovation, Barriers to innovation, Innovations in Management, Small Business, Government policy for promotion of small and tiny enterprises, process of business opportunity identification, Challenges Faced by Entrepreneurs, Start-ups, Turnaround Strategies, Franchising, Intrapreneurship	Dr.Sanjay Manocha	5-10-2024 10:00-12:00 pm
9	Human Resource Management (HRM) – Significance, Objectives, Functions, Concepts and Perspectives in HRM, HRM in changing environment, External and Internal environment, Forces and Influences, Organizing HRM function. Human Resource Planning – Objectives, Process and Techniques.  Recruitment and Selection, Recurring methods; Selection procedure; Selection tests; Placements and Follow Up.	Dr.Pankaj Saini	5-10-2024 12:10-1:10 pm
10	Performance Management Systems, Career Planning and Training and Development – Concept of career, Career Planning and	Dr.Ashima Bhatnagar	19-10-2024 10:00-12:00 pm

	Development Methods, Induction, Training and Development Programmes, EDP and MDP.		
11	<p>Compensation and Benefits – Job evaluation techniques, Wage and salary administration; Fringe Benefits, Human resource records and audit.</p> <p>Grievance Management, Collective Bargaining – Concept; Process; New trends in collective bargaining, Industrial Democracy and Employee Participation. Objectives and Forms of employee participation.</p> <p>Change management, Stress management, Workforce Diversity Management, Talent Management, HRIS, HR Analytics, Retention Strategies, Strategic HRM, O.D and Interventions.</p>	Dr.Sanjoy Roy	<p>19-10-2024 12:10-1:00 pm</p> <p>And</p> <p>26-10-2024 10:00-11:00 pm</p>
12	<p>Marketing – Concept; Nature and Scope; Different environments and their influences on marketing; Understanding the customer and competition; Static and Dynamic understanding of BCG matrix and Product Life Cycle; Brands – Meaning and Role; Brand building strategies; Share increasing strategies.</p>	Dr.Ashima Bhatnagar	26-10-2024 11:10-1:00 pm
13	<p>Pricing objectives; Pricing concepts; Pricing methods,</p> <p>Product – Basic and Augmented stages in New Product Developments, Test marketing concepts</p> <p>Promotion mix – Role and Relevance of advertising, Sales Promotion – media planning and management, Advertising – Planning, execution and evaluation, Different tools used in sales promotion and their specific advantage and limitations</p> <p>Distribution channel hierarchy; Role of each member in the channel; Analysis of business potential and evaluation of performance of the channel members</p>	Dr.Minakshi Sati	9-11-2024 10:00-12:00 pm

14	<p>Wholesaling and Retailing – Different types and the strengths of each one; Emerging issues in different kinds of retailing in India</p> <p>Marketing research – Sources of information; Data collection; Basic tools used in data analysis; Structuring a research report</p>	Dr.Minakshi Sati	16-11-2024 10:00-11:00 pm
15	<p>Marketing to Organizations – Segmentation models; Buyer behavior models; Organizational buying process. Consumer Behaviour theories and models and their specific relevance to marketing managers. Sales Function – Role of technology in automation of sales function</p> <p>Customer Relationship Management including the concept of Relationship Marketing, Structuring and managing marketing organizations</p> <p>Export marketing, Social Marketing, Digital Marketing.</p>	Dr.Aditi	9-11-2024 12:10-1:00 pm
16	<p>Nature and scope of financial management; Valuation concepts – Risk and Return; Valuation of securities; Pricing theories – Capital assets pricing model and arbitrage pricing theory, Understanding financial statements and analysis thereof</p>	Dr.Parul Agarwal and Dr.Aarushi Kataria	16-11-2024 11:10-1:00 pm
17	<p>Capital budgeting decisions; Risk analysis in capital budgeting and long term sources of finance, Capital Structure – Theories and factors; Cost of capital, Dividend Policies – Theories and Determinants, Working Capital Management; Receivables Management</p>	Dr.Parul Agarwal	23-11-2024 10:00-12:00 pm
18	<p>Sources of Finance – Domestic and International, Elements of derivatives, Corporate risk management</p> <p>International Financial Management, Developments in International Monetary Scene, Foreign Exchange Markets; Economic</p>	Dr.Bhawna Duggal	23-11-2024 12:00-1:00 pm

	Theories of Exchange Rate Determination, Currency Convertibility, Strategy and the Firm, Value Creation and Firm as a value chain, Pricing Strategy in Global Markets, Management of Forex Risk.		
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**Paper : Research and Publications Ethics (RPE)**

Particulars	
<b>Syllabus in detail (Theory)</b>	<b>Faculty and time</b>
<b>RPE 01: Philosophy and Ethics:</b> 1. Introduction to philosophy: Definition, nature and scope, concept, branches 2. Ethics: Definition, moral philosophy, nature of moral judgment and reactions.	<b>Dr.Aparna Marwah and Dr.Neetu Jain 1:30 - 2:00 pm (on regular basis)</b>
<b>RPE 02: Scientific Conduct:</b> 1. Ethics with respect to science and research, Unethical Practices Nearly Identical to research misconduct 2. Intellectual honesty and research integrity 3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP), idea, data, method and text plagiarism 4. Redundant publications: duplicate and overlapping publications, salami slicing 5. Selective reporting and misrepresentation of data.	
<b>RPE 03: Publication Ethics:</b> 1. Publication Ethics: Definition, introduction and importance, citations styles, objectivity, relevance, and transparency of the paper 2. Best Practices/ standards settings initiatives and guidelines: COPE, WAME, etc 3. Conflicts of interest with copyrights and patents 4. Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types 5. Violation of publication ethics, authorship and contributorship 6. Dominant laws regarding research ethics 7. Infringement and enforcement of Copyright and Patents	
<b>Practical</b>	
<b>RPE 04: Open Access Publishing:</b> 1. Open Access Publications and Initiatives 2. SHERPA/ RoMEO online resource to check publisher copyright and self – archiving policies	



<p>3. Software tool to identify predatory publications developed by SPPU  4. Journal finder/ journal suggestions tools viz JANE, Elsevier Journal Finder, Spriger Journal Suggester, etc.</p>	
<p><b>RPE 05: Publication Misconduct:</b>  <b>A. Group Discussions (2 hrs.)</b>  1. Subject specific ethical issues, FFP, authorship  2. Conflicts of interest  3. Complaints and appeals: examples and fraud from India and abroad  4. Peer review process  <b>B. Software Tools (2 hrs.)</b>  Use of plagiarism software like Turnitin, Urkund, cross check, plagscan, Crossref and other open source software tools.</p>	
<p><b>RPE 06: Database and Research Metrics:</b>  <b>A. Databases (4 hrs.)</b>  1. Indexing databases  2. Citation Databases: Web of Science, Scopus, etc.  3. <b>Open databases</b>  <b>B. Research Metrics (3 hrs.)</b>  1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score  2. Metrics: h – index, g index, i 10 index, altmetrics.</p>	

**\*\*Conduction of CES and Internal Exam (that includes Setting of Question Paper and checking of Answer Sheet with Uploading marks on the Software) will be responsibility of concerned Faculty Members.**

*Neetu Jain*

Dr Neetu Jain  
(Ph.D. Program Coordinator)

*Yamini Agarwal*

Prof. (Dr.) Yamini Agarwal  
(Director)

**\*Upload on Website and Mail to all Concerned Faculty Members.**

Copy to the time table head Ms.Anupam

*Saini*

