



Ph.D. Course Work Common Syllabus

Paper Name: Research Methodology	Paper Code: PHD-101/RM	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objectives		
1. To introduce the fundamental concepts, methods, and ethics of scientific research. 2. To develop skills in research design, data collection, analysis, and interpretation. 3. To enable students to formulate research problems and communicate findings effectively.		

Unit	Contents	Lectures
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.	10
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.	10
III	Sampling: Concepts of Statistical approach, Sample, Sampling Frame, Sampling Error, Sample Size. 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.	15
IV	Measurement: Concept of measurement – what is measured? Problems in measurement in research – Validity and Reliability. Techniques of Scientific Measurement. Interpretation 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, The art of Scientific Communication.	12

V	Use of tools/techniques for Research: methods to search required information effectively, Reference Management Software like Endnote/Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism. Presentation in Seminars and Conferences, Sponsored Research-basics, Major funding bodies for research, National- DST, UGC, CSIR, ICMR, DBT, SERB, ISRO, and DRDO, International- NSF, NIH, Horizon Europe and UNESCO.	13
	Total	60

Suggested Readings

1. Kothari, C. R., and Gaurav Garg. Research Methodology: Methods and Techniques. 4th ed., New Age International Publishers, 2019.
2. Creswell, John W., and J. David Creswell. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 5th ed., SAGE Publications, 2018. <https://us.sagepub.com/en-us/nam/research-design/book255675>
3. Saunders, Mark, Philip Lewis, and Adrian Thornhill. Research Methods for Business Students. 8th ed., Pearson Education, 2019.
4. Bryman, Alan. Social Research Methods. 5th ed., Oxford University Press, 2016. <https://global.oup.com/ukhe/product/social-research-methods-9780199689453>
5. Flick, Uwe. An Introduction to Qualitative Research. 6th ed., SAGE Publications, 2018.
6. Walliman, Nicholas. Research Methods: The Basics. 2nd ed., Routledge, 2017. <https://www.routledge.com/Research-Methods-The-Basics/Walliman/p/book/9781138693981>
7. Kumar, Ranjit. Research Methodology: A Step-by-Step Guide for Beginners. 5th ed., SAGE Publications, 2022.
8. Neuman, W. Lawrence. Social Research Methods: Qualitative and Quantitative Approaches. 8th ed., Pearson, 2014.
9. Research Methods in Psychology. <https://www.saylor.org/courses/psych301/>
10. https://onlinecourses.nptel.ac.in/noc23_ge36/preview
11. https://onlinecourses.nptel.ac.in/noc22_ge08/preview



Ph.D. Course Work Common Syllabus

Paper Name: Research and Publication Ethics	Paper Code: PHD-102/RPE	Credits: 2 (2-0-0)
Evaluation (Maximum Marks = 100)	Active participation, group discussion and quizzes (25%); Practical: 40%; and End Semester written examination: 35 %	

Introduction:

This course is designed to create awareness among doctoral students about research and publication ethics and different types of unethical practices and misconduct in publications. This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, Open Access publications, research metrics (citations, h-index, Impact Factor, etc.) and Plagiarism tools will be introduced in this course.

Course Structure

The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE05	Publications Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

THEORY

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 (5hrs.)

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 misrepresentations of data.

RPE 03: PUBLICATION ETHICS (7 hrs.)

1. Publication ethics: definition, introduction and importance
2. Best practices/standards setting initiatives and guidelines: CARE, 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 Tools to Identify Predatory Publications
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, falsification, fabrication, and plagiarism (FFP), authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2hrs.)

- Use of plagiarism software, like, Turnitin, Urkund and 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 (3hrs.)

- 1 Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPR, Cite Score
- 2 Metrics: h-index, g-index, i10 index, altmetrics

Essential Readings

- Suber, P. (2012). [Open Access](#). Cambridge, MA, USA: MIT Press.
- Resnik, D.B. (2011). [What Is Ethics in Research & Why Is it Important](#). National Institute of Environmental Health Sciences, I-10.
- National Academy of Sciences, National academy of Engineering and Institute of Medicine (2009). [On Being a Scientist: A Guide of Responsible Conduct in Research](#): Third Edition, National Academies Press.
- Madalli, D.P. (2015). [Concepts of Openness and Open Access](#). UNESCO Curriculum for Researchers, Module 2. Paris: UNESCO.
- MacIntyre, Alasdair (1967). A Short History of Ethics. London.
- Kanjilal, U. & Das, A.K. (2015). [Introduction to Open Access](#). UNESCO Curriculum for Library Schools, Module 1. Paris: UNESCO.
- INSA (2019). [Ethics in Science Education, Research and Governance](#), Edited by K. Muralidhar, A. Ghosh, & A.K. Singhvi. New Delhi: Indian National Science Academy. ISBN: 9788193948217.
- Das, A.K. (2015). [Research Evaluation Metrics](#). UNESCO Curriculum for Researchers, Module 4. Paris: UNESCO.

- Das, A.K. & Mishra, S. (2014). [Genesis of Altmetrics or Article-level Metrics for Measuring Efficacy of Scholarly Communications: Current Perspectives](#). *Journal of Scientometric Research*, 3(2): 82-92.
- Chaudhari, N. & Baliga, V. (2015). [Intellectual Property Rights](#). UNESCO Curriculum for Researchers, Module 3. Paris: UNESCO.
- Chaddah, P. (2018). [Ethics in Competitive Research: Do Not Get Scooped; To Not Plagiarized](#). ISBN: 9789387480865
- Bird, A. (2006). [Philosophy of Science](#). Routledge.

Supplementary Readings

- ICMR (2017). [National Ethical Guidelines for Biomedical and Health Research Involving Human Participants](#). New Delhi: Indian Council of Medical Research.
- Indian Sociological Society (2020). [ISS Code of Ethics](#). New Delhi: Indian Sociological Society.
- PSA (2019). [Draft National Policy on Academic Ethics](#). New Delhi: Principal Scientific Adviser (PSA) to the Government of India.
- The InterAcademy Partnership (2022). [Report: Combatting Predatory Academic Journals and Conferences](#). Trieste: The InterAcademy Partnership.
- UGC (2019). [Consortium for Academic Research and Ethics \(CARE\)](#). New Delhi: University Grants Commission.
- UGC (2020). [Good Academic Research Practices](#). New Delhi: University Grants Commission.
- UNESCO (2021). [UNESCO Recommendation on Open Science](#). Paris: UNESCO.
- Das, A.K. (2008). [Open Access to Knowledge and Information: Scholarly Literature and Digital Library Initiatives - the South Asian Scenario](#). New Delhi: UNESCO, ISBN 9788189218218.
- Das, A.K. (2015). [Scholarly Communications](#). UNESCO Curriculum for Researchers, Module 1. Paris: UNESCO.
- Das, A.K. (2019). [Research Integrity in the Context of Responsible Research and Innovation Framework](#). *DESIDOC Journal of Library & Information Technology*, 39(2): 82-86.
- Das, A.K. (2020). [UNESCO Recommendation on Open Science: An Upcoming Milestone in Global Science](#). *Science Diplomacy Review*, 2(3): 39- 43.
- Mishra, S. & Das, A.K. (2015). [Sharing your Work in Open Access](#). UNESCO Curriculum for Researchers, Module 5. Paris: UNESCO.

- Nisha, F., Das, A.K. & Tripathi, M. (2020). [Stemming the Rising Tide of Predatory Journals and Conferences: A Selective Review of Literature](#). *Annals of Library and Information Studies*, 67(3): 173-182.
- Smith, I. (2015). [Open Access Infrastructure](#). UNESCO Curriculum for Library Schools, Module 2. Paris: UNESCO.
- Bealt, J. (2012). [Predatory Publishers Are Corrupting Open Access](#). *Nature*, 489(7415),179-179.



Ph.D. Course Work Common Syllabus

Paper Name: Computer Application	Paper Code: PHD-103/CA	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objectives <ol style="list-style-type: none">1. To introduce the fundamental concepts, architecture, and classifications of computers along with operating systems like Windows and Linux.2. To develop proficiency in using Microsoft Office tools (Word, Excel, PowerPoint) for document preparation, data analysis, and presentations.3. To familiarize students with internet usage, email communication, and basic networking concepts for effective digital connectivity and communication.		

Unit	Contents	Lectures
I	Definition and Characteristics of systems-Hardware & Software, Windows and Linux (Latest Version) Microsoft Tools- Definition and Characteristics of Computers: Classification of Computers; Application of Computers; Hardware; Software; Functional Units of a Computer System; Computer Architecture; Bit, Nibble and Byte. Windows: Introduction to Windows Operating System; Windows Features; Starting Windows; Parts of Windows Screen; Shortcuts in Windows; Windows Applets; Windows : My Computer; Working with files and Folders; what is MS-DOS? Booting Process; The DOS Directory Structure; Referencing Group of files; Command Syntax; Types of Commands; Microsoft Word (Latest Version): Introduction to Microsoft Tools; Starting Word; Mail Merge.	15
II	Microsoft Excel; (Latest Version) Excel Features; Entering data into a Cell; Entering Numbers; Spreadsheets Operations; Freezing Window Panes; Excel Offers Several Methods for Selecting Cells; Erasing the Content of A Cell; Formatting Cells from the Home Tab; The Format Painter; Formulas and Functions; Using Logical Functions; Date and Time Functions; Math and Trigonometric Functions; Statistical Functions; Copying Formulas; Charts; Creating a New Embedded Chart; Type of Charts; Formatting Chart Elements from the Format tab.	15
III	Microsoft PowerPoint (Latest Version) What is Presentation? Introduction to PowerPoint; Starting PowerPoint; PowerPoint Views; Save a Presentation; Exiting PowerPoint; Working with Slides.	10
IV	Introduction to Internet and E-Mail Hardware requirement; to connect to the Internet; Types of Connections; Internet Service Providers; Internet Addressing; Resource Addressing; The World Wide Web; E-Mail.	10
V	Networking Concepts What is a Networks?; Uses of Computer Networks; Network Topologies; Network Hardware and Software.	10

	Total	60
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Suggested Readings

1. Rajaraman, V. Fundamentals of Computers. 6th ed., PHI Learning, 2018.
2. Sinha, P. K., and Priti Sinha. Computer Fundamentals. BPB Publications, 2010.
3. Balagurusamy, E. Programming in ANSI C. 8th ed., McGraw Hill Education, 2019.
4. Forouzan, Behrouz A. Data Communications and Networking. 5th ed., McGraw Hill Education, 2017.
5. Tanenbaum, Andrew S., and Herbert Bos. Modern Operating Systems. 4th ed., Pearson, 2014.
6. Stallings, William. Computer Organization and Architecture: Designing for Performance. 10th ed., Pearson, 2016.
7. Riley, David, and Kenny Hunt. Computational Thinking for the Modern Problem Solver. CRC Press, 2014.
8. Rouse, Margaret Z. Information Technology for Management. Wiley, 2020.
9. Evans, Alan, Kendall Martin, and Mary Anne Poatsy. Technology in Action: Introductory. 15th ed., Pearson, 2019.
10. NPTEL. Computer Science and Engineering, <https://nptel.ac.in/course.html>
11. GeeksforGeeks. Computer Science Portal for Geeks, <https://www.geeksforgeeks.org/>
12. Coursera. Computer Science Courses, <https://www.coursera.org/browse/computer-science>
13. TutorialsPoint. Computer Programming and IT Tutorials, <https://www.tutorialspoint.com/index.htm>
14. <https://nptel.ac.in/courses/106106092>



Glocal School of Arts and Social Science

Ph.D. Course Work in Commerce- Elective

Paper Name: Accounting and Finance Area	Paper Code: PHD-104/CO(I)	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objectives The objective of this course is to inculcate in students the ability to review literature, write a research proposal of their choice and present the same before faculty members of the department.		

Unit	Contents	Lectures
I	Unit I: Accounting Theory: Accounting theory formulation - Deductive, inductive, events, value, predictive, behavioural, pragmatic, authoritarian, sociological, economic, eclectic and ethical approaches; Accounting Theories - Structural, interpretational and decision usefulness theories, critical theory of accounting, normative and positive theory.	15
II	Basic Economic Concepts and Contemporary Research in Accounting: An information economics view of accounting, current developments in mark-to-market accounting and hedge accounting, development of the conceptual framework of accounting in various countries; The present value model of accounting, fair value accounting; Empirical research in accounting.	15
III	Corporate Finance: Theories Goal of finance function and agency theory, leverage and theories of debt, theories of capital structure; Financial contracting and control theories, dividend theories and financial market signaling.	15
IV	Capital Market Theories: Market efficiency and random walk theory, portfolio diversification and theories of portfolio selection, capital asset pricing theories: CAPM and APT Model.	15
	Total	60

Suggested Readings

1. Godfrey, Jayne, Allan Hodgson, and Scott Holmes. Accounting Theory. 5th ed., John Wiley & Sons Inc., 2003.
2. Lal, Jawahar. Accounting Theory and Practice. 3rd ed., Himalaya Publishing House, New Delhi, 2009.
3. Abdolmohammadi, Mohammed, and Ralph J. McQuade. Applied Research in Financial Accounting. McGraw-Hill, New York, 2002.
4. Schroeder, Richard G., Myrtle W. Clark, and Jack M. Cathey. Financial Accounting Theory and Analysis: Text and Cases. 10th ed., John Wiley & Sons Inc., 2010.
5. Scott, William R. Financial Accounting Theory. 5th ed., Prentice Hall Canada Inc., Toronto, 2009.

6. Brigham, Eugene F., and C. Ehrhardt. *Financial Management: Theory and Practice*. Thomson South-Western, 2007.
7. Fischer, Donald E., and Ronald J. Jordan. *Security Analysis and Portfolio Management*. PHI Learning, New Delhi, 2007.
8. Malkiel, Burton G. *A Random Walk Down Wall Street*. W. W. Norton, New York, 1990.



Glocal School of Arts and Social Science

Ph.D. Course Work in Commerce- Elective

Paper Name: Economics Area	Paper Code: PHD-104/CO(II)	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objectives		
1. To explore advanced economic theories and their application in current global and national contexts. 2. To examine emerging economic challenges including inflation, inequality, trade, and fiscal policy. 3. To enable critical analysis of policy frameworks and economic institutions using quantitative and qualitative tools.		

Unit	Contents	Lectures
I	Behavioral economics: bounded rationality, nudging, and heuristics New Keynesian and Post-Keynesian models Modern monetary theory (MMT), Endogenous growth theory. WTO, IMF, World Bank, and Asian Development Bank.	10
II	Economic reforms since 1991: liberalization, privatization, globalization Five-Year Plans and NITI Aayog: evolution and outcomes Role of the public sector and disinvestment Goods and Services Tax (GST): structure and impact Centre-State financial relations and Finance Commissions Role of RBI and monetary policy framework Social sector expenditures: health, education, and rural development	10
III	Classical vs. modern theories of development, Poverty, inequality, and human development indices, Sustainable Development Goals (SDGs) and India's progress, Role of technology and innovation in development, Climate change and green growth policies, Agriculture, structural transformation, and rural development.	15
IV	Inflation dynamics and monetary transmission mechanisms, Unemployment and informal labor markets, Rising inequality: causes and consequences.	15
V	Digital economy: fintech, e-commerce, and platform capitalism, Cryptocurrencies and digital payments, Environmental economics and carbon markets, Circular economy and climate finance.	10
	Total	60

Suggested Readings

1. Mankiw, N. Gregory. Principles of Economics. 9th ed., Cengage Learning, 2020.

2. Stiglitz, Joseph E., and Carl E. Walsh. *Principles of Microeconomics*. 4th ed., W. W. Norton, 2006.
3. Dornbusch, Rüdiger, Stanley Fischer, and Richard Startz. *Macroeconomics*. 12th ed., McGraw-Hill, 2014.
4. Todaro, Michael P., and Stephen C. Smith. *Economic Development*. 12th ed., Pearson, 2020.
5. Krugman, Paul, and Maurice Obstfeld. *International Economics: Theory and Policy*. 11th ed., Pearson, 2018.
6. Datt, Riddar, and K.P.M. Sundharam. *Indian Economy*. 72nd ed., S. Chand, 2022.
7. Ahuja, H.L. *Advanced Economic Theory: Microeconomic Analysis*. 21st ed., S. Chand, 2022.
8. Bhagwati, Jagdish. *In Defense of Globalization*. Oxford UP, 2007.
9. Banerjee, Abhijit V., and Esther Duflo. *Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty*. PublicAffairs, 2011.



Glocal School of Arts and Social Science

Ph.D. Course Work in Commerce- Elective

Paper Name: Statistics Area	Paper Code: PHD-104/CO(III)	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objectives		
1. To equip scholars with advanced statistical tools and techniques used in commerce and social science research. 2. To apply quantitative methods to solve business problems and analyze financial, marketing, and economic data. 3. To enable the use of statistical software for hypothesis testing, modeling, and data interpretation.		

Unit	Contents	Lectures
I	Descriptive and inferential statistics, Scales of measurement and data types, Central tendency, dispersion, skewness, and kurtosis, Data presentation using tables, charts, and graphs, Basics of sampling techniques and sampling distributions.	10
II	Conditional probability and Bayes' theorem, Probability distributions: Binomial, Poisson, Normal, and Exponential, Central Limit Theorem and its implications for large samples, Applications of distributions in business problems.	10
III	z-test, t-test, ANOVA, and F-test, Non-parametric tests: Chi-square, Mann–Whitney U, Kruskal–Wallis, Errors in hypothesis testing, power of a test.	15
IV	Karl Pearson and Spearman rank, Simple and multiple linear regression, Multicollinearity, heteroscedasticity, and autocorrelation, Multivariate techniques: factor analysis, cluster analysis, discriminant analysis. Components of time series: trend, seasonal, cyclical, and irregular.	15
V	Moving averages, exponential smoothing, Index numbers: Laspeyres, Paasche, Fisher's Ideal, Use of SPSS/R/STATA for data analysis, Interpreting output and writing statistical findings.	10
	Total	60

Suggested Readings

1. Gupta, S.P., and M.P. Gupta. Business Statistics. Sultan Chand & Sons, 2021.
2. Levin, Richard I., and David S. Rubin. Statistics for Management. 7th ed., Pearson Education, 2017.
3. Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. Statistics for Business and Economics. 13th ed., Cengage Learning, 2018.
4. Sharma, J.K. Business Statistics. 4th ed., Vikas Publishing House, 2018.

5. Kothari, C.R. *Research Methodology: Methods and Techniques*. 2nd ed., New Age International, 2004.
6. Hair, Joseph F., et al. *Multivariate Data Analysis*. 7th ed., Pearson Education, 2010.
7. Black, Ken. *Business Statistics: For Contemporary Decision Making*. 8th ed., Wiley India, 2018.
8. Siegel, Andrew F. *Practical Business Statistics*. 7th ed., Academic Press, 2015.



Glocal School of Arts and Social Science

Ph.D. Course Work in Commerce- Elective

Paper Name: Business Management Area	Paper Code: PHD-104/CO(IV)	Credits: 4 (4-0-0)
Evaluation (Maximum Marks = 100)	Internal = 30	External = 70
Course Objective		
1. To provide a comprehensive understanding of advanced concepts and emerging trends in business management.		
2. To analyze strategic, operational, and organizational challenges in global and Indian business contexts.		
3. To develop critical research perspectives in areas like leadership, innovation, corporate governance, and sustainability.		

Unit	Contents	Lectures
I	Classical Management Theory Taylor's theory of scientific management, Fayol's administrative theory, Weber's theory of bureaucracy.	10
II	Contemporary Management Theory Likert's management styles, systems theory, Ouchi - Theory Z, Corporate social responsibility theory, Peter Drucker's contribution to the development of management.	10
III	Entrepreneurship Theory- I Introduction: occupational, structural, and functional approaches to entrepreneurship, classic contributions to entrepreneurship theory, Schumpeter and the economics of innovation, Knight - entrepreneurial judgment and the firm, Kirzner - entrepreneurial alertness, Schultz - adaptation, occupational entrepreneurship: recent contributions, the structural approach: causes and consequences of new-venture creation.	15
IV	Entrepreneurship Theory- II Entrepreneurship and finance, the opportunity-discovery perspective, entrepreneurship, heterogeneous capital, and the firm, the institutional environment, political entrepreneurship, entrepreneurial teams, recent controversies	10
V	Corporate governance and regulatory frameworks, Business ethics and CSR, ESG (Environmental, Social, Governance) principles, Startups and entrepreneurship ecosystems, Emerging trends: AI in business, blockchain, and data-driven management.	15
	Total	60

Suggested Readings

1. Wheelen, Thomas L., and J. David Hunger. *Strategic Management and Business Policy*. 14th ed., Pearson Education, 2012.
2. Robbins, Stephen P., and Timothy A. Judge. *Organizational Behavior*. 18th ed., Pearson, 2019.
3. Kotler, Philip, and Kevin Lane Keller. *Marketing Management*. 15th ed., Pearson Education, 2016.
4. Kumar, V. *Customer Relationship Management: A Strategic Approach*. Wiley India, 2008.
5. Brigham, Eugene F., and Michael C. Ehrhardt. *Financial Management: Theory and Practice*. 14th ed., Cengage Learning, 2014.
6. Stevenson, William J. *Operations Management*. 13th ed., McGraw-Hill Education, 2017.
7. Crane, Andrew, and Dirk Matten. *Business Ethics*. 4th ed., Oxford UP, 2016.
8. Fernando, A.C. *Corporate Governance: Principles, Policies and Practices*. 3rd ed., Pearson, 2018.
9. Dess, Gregory G., et al. *Strategic Management: Creating Competitive Advantages*. 8th ed., McGraw-Hill Education, 2016.
10. Hisrich, Robert D., Michael P. Peters, and Dean A. Shepherd. *Entrepreneurship*. 10th ed., McGraw-Hill, 2017.
11. Hébert, Robert F., and Albert N. Link. *The Entrepreneur: Mainstream Views and Radical Critique*. 2nd ed., Praeger, 1988.
12. Parker, Simon C. *The Economics of Self-Employment and Entrepreneurship*. Cambridge University Press, 2004.
13. Shane, Scott. *A General Theory of Entrepreneurship: The Individual-Opportunity Nexus*. Edward Elgar, 2003.