



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

## Department of Management Studies

### Overview of the Course Scheme for PhD programme

As per the university ordinance and new guidelines, the research scholars who are provisionally registered under the PhD programme will have to undergo a pre-PhD coursework. The pre-PhD coursework shall have three components. Every student admitted to the PhD programme in (Management Studies) will have to pass a 'coursework'. The candidate can submit his/her thesis only after passing the course work.

#### Component I (Core Courses)

This component will comprise of two courses mentioned below which are general to a PhD programme in Management Studies and every research scholar will have to opt for these courses mandatorily. It will have following courses:

- i. Research Methodology 04 Credits
- ii. Research and Publication Ethics 02 Credits

#### Component II (Discipline Centric Elective Courses)

This component will comprise of a basket of courses belonging to different research fields. Each course will be of 4 credits and out of the available basket of course students will have to opt for at least 01 courses that will be mandatory for completion of the PhD Course work.

#### Component III (Research Centric)

The course is based on Research report Writing (Thesis) on the assigned topic approved by the Board of Research studies (BORS) and is supposed to be compulsorily completed within the residency period.

Semester	Course Code	Course Title	Course Type	Maximum Marks			Credit Distribution			Credits
				Internal*	External	Total	L	T	P	
Core	PMS/RM-01	Research Methodology	Core		100	100	4			4
	PMS/RPE-02	Research & Publication Ethics	Core		50	50	2			2
Discipline Centric	PMS-BG15-01	Human Resource Management	Elective		100	100	4			4
	PMS-BG16-01	Tourism Management	Elective		100	100	4			4
	PMS-BG16-02	Financial Management	Elective		100	100	4			4
	PMS-BG16-03	Human Resource Management	Elective		100	100	4			4
	PMS-BG18-01	International Trade Policy Analysis	Elective		100	100	4			4
	PMS-BG18-02	Behavioural Finance	Elective		100	100	4			4



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	PMS-BG18-03	Entrepreneurship and Supply Chain Management	Elective		100	100	4			4
	PMS-BG18-04	Tourism and Sustainable Marketing	Elective		100	100	4			4
	PMS-BG18-05	Behavioural Finance	Elective		100	100	4			4
	PMS-BG18-06	Luxury Brands & Counterfeiting	Elective		100	100	4			4
	PMS-BG18-07	Tourist Behaviour and decision Making	Elective		100	100	4			4
	PMS-BG18-08	International Strategic Management	Elective		100	100	4			4
	PMS-BG20-01	Marketing of Services	Elective		100	100	4			4
	PMS-BG20-02	Security Analysis & Portfolio Management	Elective		100	100	4			4
	PMS-BG20-03	Corporate Social responsibility (CSR)in Marketing	Elective		100	100	4			4
	PMS-BG20-04	Financial Management and Investment Markets	Elective		100	100	4			4
	PMS-BG20-05	Consumer Behaviour and Electronic Commerce	Elective		100	100	4			4
	PMS-BG20-06	Organizational Behaviour	Elective		100	100	4			4
Research Centric		Research Report (Ph.D Thesis)								

**Note;- Research & Publication Ethics (PMS-RPE-02) introduced from session 2020 Onwards**



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

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### PhD Course Work (Core Course)

Ph.D- (2020 Batch)

Course Title: RESEARCH METHODOLOGY

Course Code: PMS/ RM-01

Credits: 04

Max. Marks : 100

**Objective:** The Objective of the course is to acquaint the students in identifying the Research problems and designing the methodology for solving the problem. Moreover the students will be exposed to latest data analytics softwares to analyze the data .

#### Unit 1.

Research- Basic concepts, Scientific method and social sciences, Objectives and types of Research, Characteristics of good research, Language of research-concept, construct, variable proposition, hypothesis, The Research Process, Research problem; selection and defining the Research problem. Research Designs, Types of Research Design:

#### Unit 2.

Measurements: Nature and types, Characteristics of a good measurement-Reliability and Validity, Rating scale and attitude measurement. Methods of Data collection; Primary and Secondary data. Primary data collection techniques; Questionnaire, schedules, interview, and observation methods. Questionnaire Design and Development. Types of Questionnaire, Electronic Questionnaire Design and Surveys.

#### Unit 3.

Sampling Design; Basic concepts and steps in Sampling Design, Types of Sample Designs. Determination of Optimal sample size, Limitations of sampling. Sampling and non-sampling errors. Data analysis: Meaning and methods- Quantitative and Qualitative analysis. Statistics in Research; Mean, Standard Deviation, Measures of Central tendency, Dispersion, Skewness and Kurtosis. Theoretical distribution: Normal, Poisson and Binomial.

#### Unit 4.

Hypothesis Testing Procedure, Formulation of Hypothesis- criteria of a good hypothesis, Type I and II Error, Concept of significance and degree of freedom. Parametric tests t and z test, Chi-square and Analysis of Variance (ANOVA). Non parametric tests. Factor Analysis -Cluster Analysis, Discriminant Analysis óMultiple Regression & Correlation -Canonical Correlation -Application of SPSS Package The Research report

#### Text Books:

- Donald R. Cooper and Ramela S. Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000
- Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
- C.R.Kothari, Research Methodology, Wishva Prakashan, New Delhi, 2001.
- Donald H.McBurney, Research Methods,ThomsonAsia Pvt. Ltd. Singapore, 2002.
- G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.
- Ranjit Kumar, Research Methodology, Sage Publications, London, New Delhi, 1999.
- Raymond-Alain Thie'tart, et.al., Doing Management Research, Sage Publications.
- Sabine, Landau, Brian S. Everitt: A handbook of statistical analyses using SPSS, Chapman & Hall/CRC Press LLC.
- P.C.Tripathi: A Textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
- Goodle William J. Hatt Paul K.: Methods in Social Research, McGraw-Hill Book Company.
- Bhattacharyya D.K. Research Methods, Excel Books



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PhD (Coursework) Core Course  
Course Title: Research and Publication Ethics

Course Code: PMS/RPE-02

Credits: 2

Max. Marks: 100

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

Modules	Unit Title	Teaching Hours
<b>Theory</b>		
PRE 01	Philosophy and Ethics	4
PRE 02	Scientific Conduct	4
PRE 03	Publication Ethics	7
<b>Practice</b>		
PRE 04	Open Access Publishing	4
PRE 05	Publication Misconduct	4
PRE 06	Databases and Research Metrics	7
	<b>Total</b>	<b>30</b>

## THEORY

### RPE 01: Philosophy and Ethics (3 HRS)

1. Introduction to philosophy: definition, nature and scope, concept, branches 2. Ethics: definition, moralphilosophy, nature of moral judgments and relations.

### 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.
4. Redundant publications: duplicate and overlapping publications, salami slicing 5. Selective reportingand 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 behaviour and vice versa,types
5. Violation of publication ethics, authorship and contributor ship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals



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### PRACTICE

#### RPE 04: Open Access Publishing (4 HRS)

1. Open access publications and initiatives
2. SHERPA/RoMEO online resources to check publisher copyright and 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 JournalSuggested, etc.

#### RPE 05: Publication Misconduct (4 HRS)

- A. Group Discussions (2hrs)**
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 (2hrs)**

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)**

Indexing databases, Citation databases: Web of Science, Scopus, etc.

##### **B. Research Metrics (3 hrs)**

Impact Factor of journal as per journal citation report, SNIP, SJR, IPP, Cite Score. Metrics: h-index, gindex, i10 index, altmetrics

### Books Recommended:

1. Bird, A. (2006) Philosophy of Science, Routledge
2. MacIntyre, Alasdair (1967) A short story 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 :guide to Responsible conduct in research : Third Edition, National Academies Press
5. Resnik, D.B(2011) What is ethics in research and why it is important , National Institute of Environmental HealthSciences , 1-10, retrieved from, <http://niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
6. Beall, J (2012). Predatory publishers are corrupting open access, Nature, (489 (7415), 179-179, <http://doi.org/10.1038/489179a>
7. Indian National Science Academy (INSA) Ethics in Science and Education, research and government (2019) ISBN:978-81939482-1-7 [http://www.insaindia.res.in/pdf/Ethics\\_Books.pdf](http://www.insaindia.res.in/pdf/Ethics_Books.pdf)



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**

**Discipline Centric Course**

**Course Title: HUMAN RESOURCE MANAGEMENT (HRM)**

**Course Code: PMS-BG15-01**

**Credits: 04**

**Max. Marks: 100**

**UNIT-1**

Introduction to HRM & Framework - Nature of HRM, Scope of HRM, HRM: Functions and Objectives, HRM: Policies and practices, SHRM, Nature of SHRM, Global competitiveness and Strategic HR, Linkage of organizational and HR strategies, SHRM Model - The Integrated system model, strategic human resource management "matching model", Human Resource Planning - Job Analysis, Job Design: Writing job description, introduction, and factors affecting job design. The need of man power planning , What is Human Resource Planning, Definition, objectives, importance, benefits, the process of Human resource planning, Preparing manpower inventory.

**UNIT-2**

Recruitment & Selection - Strategic approach to recruitment, Labor markets and recruitment, Recruiting and diversity considerations, Employment advertising, Recruiting Diverse workers, Recruiting Source choices: internal vs. external, Introduction to selection process, Selection procedure, Career Planning: Succession Planning. Training and Development - Employee Training and Development Nature of training, Training process, Training needs assessment, Training evaluation, Training design, Implementing Training programs (Training methods), Implementing management development programs.

**UNIT-3**

Performance Management: Scope and Significance – Advantages of Performance Management – Organizational Structure – Impact of Organizational structure and Operational Problems Performance management process – Performance Planning – Performance Appraisal - Performance Mentoring – Performance Management Strategic Planning, Role of HR Professionals in Performance management. Performance Appraisal: Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organizations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department

**UNIT-4**

Performance Appraisal Methods: Performance Appraisal Methods, Traditional Methods, Modern Methods, and Performance Appraisal of Bureaucrats – A New Approach, Performance Appraisal Feedback: Feedback – Role, Types and Principles, Situations Requiring Feedback and Pitfalls, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback, 360-Degree Appraisal: Introduction, the Impact of 360-Degree Feedback on Organizations, Concept of 360-Degree Feedback System, Purpose, Methodology, Ratings, Advantages and Disadvantages of the Method, The Process of 360-Degree Feedback, Operating 360-Degree Appraisal, Issues in Performance Management – I: Team Performance, Performance of



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Learning Organizations and Virtual Teams: Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams

### **SUGGESTED READINGS:**

1. Training and Development by Lynton and Park, IBH Publication.
2. Design and Managing Human Resource System, TV Rao and Udai Pareek, IBH Publication.
3. Fisher, Schoenfeldt, Shaw; Human Resource Management, Houghton Mifflin Company; Boston Toronto, New Jersey, 1997.
4. De Cenzo, D.a and Robbins, S.p; Human Resource Management , 5th edition; New York, John Wiley, 1994.
5. Gary Dessler, 'Human Resource Management', Pearson Education, 2008, Delhi.
6. Monoppa and Saiyadani M, Personnel Management, 2nd Edition, Tata McGraw-Hill, 1996.

### **Journal:**

1. HRD Review.
2. Havard Bussiness Review



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Management Studies

PhD (Course Work)

Discipline Centric Course

Course Title. Tourism Management

Course Code: PMS-BG16-01

Credits: 04

Max. Marks: 100

## Unit-I Public Investment & Investment Concept

Introduction. The environment of public investments – a theoretical overview. The specific of public investments. Infrastructure classification.

Investment-Concepts of Investment, Objectives of Financial Investment, Sources of Investment Information, Investment Alternatives. Investment Gambling and Speculation. Financial System in India. Financial Markets– Primary And Secondary Markets – Major Players And Instruments In Secondary Market, Functioning Of Stock Exchanges.

## Unit – II Industrial development in India

Industry, meaning of Industrialization, Industrial revolution, need problems and prospectus of Industrial change in the developing countries. Industrial Evolution in India, Downfall of early Industries, Evolution of modern Industry, Effects of partition, Industrial policy and progress after independence

## Unit-III Tourism Concept, Definition & Historical Dimensions

Tourism: definition, meaning, nature and scope, Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation, Components and elements of tourism: Intermediaries and suppliers Types of tourism. Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday" Factors affecting growth and development of international and national Tourism.

## Unit-IV Significance of Tourism Industry

Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding. Impacts of tourism on ecology and environment.

## Unit-V Investment Analysis

Inflation and investments. Security Market Analysis. Risk and Return in portfolio Management. Analysis of risk & return, concept of total risk, factors contributing to total risk, systematic and unsystematic risk, Risk & risk aversion. Diversification and Techniques of Risk Reduction.

### SUGGESTED READINGS

- V K Bhalla (2006)-Fundamentals of Investment Management, S. Chand Publishing
- Bhatia, A.K.: Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
- Burkart & Madlik: Tourism- Past, present and future, Heinemann, London.
- The International Bank for Reconstruction and Development, „Public Expenditure Management Handbook”, Washington DC, 1998.
- Prasanna Chandra (2012)- Investment and Portfolio Management, McGraw-Hill
- Industrial Organization and Management by Tara Chand.



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

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PhD (Course Work)

Discipline Centric Course

Course Title. Financial Management

Course Code: PMS-BG16-02

Credits: 04

Max. Marks: 100

## Unit 1st

Financial Management, scope Finance functions and its organization. Profit Maximization and wealth maximization. Objectives of financial management.

## Unit 2nd

Working capital, Meaning, Need, Determinants, Management of cash, Inventory and Receivables.

## Unit 3rd

Financial Management Of Profit And Non –Profit Organizations: Differences, Similarities, And Scope. Financial management of private and public universities.

## Unit 4th

Concept of university-functions .Types of

Universities. Development of universities in India. Role of UGC in promoting higher education system. Institutional support to university education system.

## Unit 5th

Financing of Higher Education System. Past Trends, Financial Requirements For Higher education, Five year plans and their relevance. Cost of Regulating The Sector. Sources Of Funds Available To Universities.

## Suggested Readings

1. Khan & Jain , Financial Management
2. I.M Pandey, Financial Management
3. Prasana, Chandra, Security Analysis & portfolio Management
4. Reily & Brown, Investment Management



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

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PhD (Course Work)

Discipline Centric Course

Course Title. Human Resource Management

(HRM)

Course Code: PMS-BG-16-03

Credits: 04

Max. Marks: 100

**Objective: The objective of this course is to create an understanding of the various policies and practices of human resource management.**

## Unit - 1

Human Resources Management; Nature, objectives and significance, Functions of Human Resource Management, Role of HR Executives, Strategic human resource management – Using HRM to attain competitive advantage .

## Unit - 2

Job Analysis & Job Evaluation : Job Analysis – Concepts, Process, Job description, Job Specification, Uses , Limitations, Job Evaluation – Concepts and Methods.

## Unit - 3

Job Rotation and Job Relocation- Promotion, Transfer, Job Stagnation - Concepts, Role Analysis - Role Ambiguity and Role Conflict, Work Stress and its Management - Factors influencing Work Stress.

## Unit - 4

Monotony and Boredom at work, Employee Motivation - Theory and Practice, Job Satisfaction, Employee Counselling - Concept and Need, Work life Balance.

## Suggested Readings:

1. Fisher, Schoenfeldt, Shaw; Human Resource Management, Houghton Mifflin Company; Boston Toronto, New Jersey, 1997.
2. De Cenzo, D.a and Robbins, S.p; Human Resource Management , 5th edition; New York, John Wiley, 1994.
3. Gary Dessler, 'Human Resource Management', Pearson Education, 2008, Delhi.
4. Monoppa and Saiyadani M, Personnel Management, 2nd Edition, Tata McGraw-Hill, 1996.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
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**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title: International Trade Policy Analysis**

**Course Code: PMS-BG18-01**

**Credits: 04**

**Max. Marks: 100**

**UNIT 1**

National Income, Economic Growth and Development, Economic Reforms in India: Obligatory Reform and the LPG, generations of economic reforms in India, Indian Financial Market: Money market and Capital market.

International Business Environment: Social, Cultural, Political, Economic, & Technological, International business strategies,

**UNIT 2**

Modes of entering international business: Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, FDI, mergers and acquisitions, joint ventures, factors influencing FDI, FDI in India.

India's External Performance: India's merchandise trade and balance of trade status, composition of trade, trading partners, exchange rate monitoring, SEZ's, new Foreign Trade Policy of India (2015-20).

**UNIT 3**

International Trade Theories: Mercantilism, Theory of absolute and comparative advantage, Factor endowment theory, Country similarity theory, Product Life Cycle theory.

Economic Integration: Drivers of Globalization, Stages of Internationalization, Multilateralism vs. Regional integration, Trade Creation and Trade Diversion due to Regional Trade Agreements, overview of economic integration agreements: ASEAN, NAFTA, EU, TPP.

**UNIT 4**

International Monetary System: Exchange Rate Regimes, Balance of Trade, Balance of Payment. Bretton Woods Development, International Monetary Fund, World Bank, India's BIPA, Asian Development Bank, OECD, WTO, BRICS Bank, Asian Infrastructure Investment Bank.

Sustainable Development Goals, Paris agreement (COP 21), Green Finance, Climate Finance, Global Emissions, India and climate change.

**Required Readings:**

1. Johns, R. A. (2013). *International trade theories and the evolving international economy*. Bloomsbury Publishing.
2. Krugman, P. (1983). New theories of trade among industrial countries. *The American Economic Review*, 73(2), 343-347.
3. Hill, C. (2008). International business: Competing in the global market place. *Strategic Direction*.
4. Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. (2014). *International business*. Pearson Australia.
5. Joshi, V., & Little, I. M. D. (1994). *India: Macroeconomics and political economy, 1964-1991*. The World Bank.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
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**PhD (Course Work)**

**Discipline Centric Course**  
**Course Title: Behavioural Finance**

**Course Code: PMS-BG18-02**

**Credits: 04**

**Max. Marks: 100**

**Unit I: Behavioural Finance: Introduction**

Behavioural Finance: definition, meaning and importance. Psychology and market people: investors, portfolio managers, analysts: are they rational? Bounded rationality concept: main assumptions and ideas of prospect theory. Decision making process and behavioural biases.

**Unit II: Efficient Market Hypothesis**

Efficient Market Hypothesis: theoretical foundation and steps of efficient market hypothesis. Rational and irrational investors. Empirical test of efficient market hypothesis. Theoretical and empirical challenges to efficient market hypothesis.

**Unit III: Behavioural Economics and Finance**

Prospect theory (Kahneman, Tversky) and asset pricing theory. Expected utility theory vs. prospect theory. Behavioural corporate finance: first level: rational managers, managerial financing and investment decisions as rational responses to securities market mispricing. Second level: less than rational managers. Behavioral biases of managers. Capital structure of choice: behavioural aspects. Investment policy: real investments.

**Unit IV: Heuristics and Behavioural Biases of Investors**

Investor biases: anchoring bias, limited attention, storing and retrieving information, availability bias, familiarity bias, risk preference, framing bias, mental accounting, representativeness, and over confidence bias. Key anomalies in the markets contributing to behavioural biases.

**Suggested Readings**

1. Khan & Jain , Financial Management
2. I.M Pandey, Financial Management
3. Prasana, Chandra, Security Analysis & portfolio Management
4. Reily & Brown, Investment Management



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY  
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PhD (Course Work)

Discipline Centric Course

Course Title: Entrepreneurship and Supply Chain Management

Course code: PMS-BG18-03

Credits 04

Max. Marks: 100

**Objective:** the purpose of this paper is to acquaint with the concepts of entrepreneurship, supply chain management and promotional mix. In order to develop long and sustainable strategies for establishing business.

**Unit 1:** Meaning and concept of entrepreneurship, concept of entrepreneur, types of entrepreneur, entrepreneurial traits and skills, entrepreneurial process, rewards and challenges of being entrepreneur, promotion schemes for women entrepreneur.

**Unit 2:** Business idea, methods of generating ideas, and opportunity recognition, preparing business plan, significance of business plan, components of business plan and feasibility study, project management.

**Unit 3:** Introduction of supply chain management, key drivers of supply chain, cycle view of supply chain, problems of supply chain management, Porter's value chain model, and value delivered analysis model.

**Unit 4:** Pricing strategies for different markets; Promotion mix: advertising, advertising effectiveness; DAGMAR, AIDA and VIPS model, personal selling, sales promotion, publicity and public relations, sales promotion, tools and techniques.

**References:**

1. Nandan, H. (2013). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd
2. Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.
3. Roy, R. (2012). *Entrepreneurship*, 2e.
4. Mohanty, S. K. (2005). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd
5. Jacobs, F. R., & Chase, R. B. (2008). *Operations and supply management: The core*. New York, NY: McGraw Hill/Irwin.
6. Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
7. Dwivedi, D. N. (2010). *Managerial economics*. Vikas Publishing House.
8. Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective 6th*. New York: NY: McGraw-Hill.
9. Meindl, P., & Chopra, S. (2001). *Supply chain management: Strategy, planning, and operation*. Prentice Hall.
10. Porter, M. E. (2008). *Competitive advantage: Creating and sustaining superior performance*. Simon and Schuster.



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

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PhD (Course Work)

Discipline Centric Course

Course Title: Tourism and Sustainable Marketing

Course code: PMS-BG18-04

Credits: 04

Max. Marks: 100

## Unit I: Tourism Introduction

Tourism – Introduction, nature, concept, history, evolution. Types of Tourism, Tourism Product – Components of tourism, elements of tourism, Tourism as a Service Tourism, Product Distinction – Features and characteristics of tourism product, Total Tourism Product.

## Unit II: Perception and Behaviour.

Consumer Behaviour, Decision making process and roles, models of consumer decision making, factors affecting perception, perceptual process dynamics – selection, organisation, interpretation, perceptual defence mechanism, Theory of Attribution, Risk perception / Risk reduction, Price Perception, Customer perceived value, positioning and perceptual mapping methods.

## Unit III: Tourism Impacts.

Introduction and overview, Elaboration of tourism impacts – Economic Environmental, Social and cultural, crowding and congestion, services, taxes, community attitude, sources of impacts.

## Unit IV: Sustainable Marketing

Introduction to Sustainable Marketing, Sustainable marketing strategy, Ethical dimensions of sustainable marketing, Market STP for sustainability, Sustainable products and services, marketing channels: Sustainability in the value chain, Global problems and Global opportunities, Consumer Behaviour and Sustainable marketing, Environmental Certifications.

## References:-

1. Kotler, Philip, Keller, Kevin Lane, Marketing Management – A south Asian perspective, Dorling Kindersley (India) Pvt. Ltd., New Delhi.
2. Mill Robber C. Morrison, Tourism System, Prentice Hall, New Jersey.
3. Koul R N, Dynamics of Tourism.
4. Green Marketing Management, Robert Dahlstrom (2012) South – Western College Pub.,
5. Sustainability Marketing: A global perspective, Frank – Martin Pelz and Ken Peattie, Wiley.
6. Leon G. Schiffman & Leslie Lazar Kanuk – Consumer Behaviour, Pearson Education Asia, New Delhi.
7. Howard, John A, Consumer Behaviour in Marketing, Englewood Cliffs, Prentice Hall Inc, New Delhi.



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**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title. Behavioural Finance**

**Course Code: PMS-BG18-05**

**Credits: 04**

**Max. Marks: 100**

**UNIT 1:**

Introduction, meaning and definition of behaviour finance. psychology and market people ,investors, portfolio managers. Are they rational, bounded rationality concept.

**UNIT 2:**

Capital market efficiency and capital markets in India. Primary capital market, secondary capital market. concept of ordinary shares or equity, preference shares and debentures.

**UNIT 3:**

Concept and idea of Prospect theory. Decision making and prospect theory.

Personality definition ,concept and theories with special refrence to BIG FIVE personality trait model.

**UNIT 4:**

Efficient market hypothesis, weak form efficient market hypothesis,strong form efficient market hypothesis, semi strong efficient market hypothesis. Efficient markets and portfolio management.

**Suggested Readings**

1. Khan & Jain , Financial Management
2. I.M Pandey, Financial Management
3. Prasana, Chandra, Security Analysis & portfolio Management
4. Reily & Brown, Investment Management



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY  
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PhD (Course Work)  
Discipline Centric Course  
Course Title: **Luxury Brands and Counterfeiting**

Course Code: PMS BG18-06

Credits 04

Max. Marks: 100

**UNIT I: Consumer Attitude**

Attitude: components of attitude, ABC model of attitude; functions of attitude: utilitarian, knowledge, social-adjustive, value-expressive and ego-defensive functions of attitude; Using attitude to predict behaviour: theory of reasoned action, theory of planned behaviour.

**UNIT II: The Phenomenon of Illicit Trade**

Intellectual property infringements: counterfeiting, piracy, imitation, gray markets; Counterfeit purchase transactions: deceptive and non-deceptive counterfeiting; Counterfeiting as a global marketing problem: marketing, social and economic costs of counterfeiting.

**UNIT III: The Science of Luxury Branding**

Introduction to luxury marketing; Luxury and fashion; Anti-laws of marketing; Facets of luxury; Luxury marketing mix; Constructing identity through luxury; Luxury as status symbol; Status consumption in India.

**UNIT IV: Counterfeiting in Luxury Brand Markets**

Introduction to brand counterfeiting: counterfeiting among luxury brands; Factors driving demand for counterfeit luxury brands: personality, social, financial, situational and product attribute variables; Strategies to inhibit consumption of counterfeit luxury brands.

**Suggested Readings:**

1. Kapferer, J., & Bastien, V. (2015). *The luxury strategy: Break the rules of marketing to build luxury brands*. London: Kogan Page.
2. Keller, K. L., Parameswaran, A. M., & Jacob, I. (2015). *Strategic brand management: Building, measuring, and managing brand equity*. Noida: Pearson.
3. Kotler, P., & Keller, K. L. (2017). *Marketing management*. Manipal: Pearson India Ed.
4. Kotler, P., & Armstrong, G. (2017). *Principles of marketing*. Uttar Pradesh, India: Pearson.
5. Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2018). *Consumer behavior*. Delhi: Pearson India.
6. Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being*. Delhi: Pearson India.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title. Tourist Behaviour and Decision Making**

**Course Code: PMS- BG18-07**

**Credits: 04**

**Max. Marks: 100**

**UNIT 1**

Tourism: Introduction, Nature, Concept, History and Evolution; Types of Tourism; Tourism Product: Components of Tourism, Elements of Tourism; Tourism as a Service, Tourism Product Distinction: Features and Characteristics of Tourism Product

**UNIT 2**

7P's of Tourism Marketing; IHIP Characteristics of Services; Three Stage Model of Service Consumption; Customer Driven Services Marketing Strategies: 3C's, STP

Phases of Vacation Decision Making; Motives of Vacation; Types of Vacationers;

**UNIT 3**

Consumer behaviour; Characteristics Affecting Consumer Behaviour: Cultural, Social, Personal, Psychological; Types of Buying Decision Behaviour: Complex Buying, Dissonance Reducing Buying, Habitual buying; Consumer Decision Making Model

**UNIT 4**

Models of Tourist Behaviour: Clawson and Ketch's Model of Recreational Behaviour, Gunn's Model of Leisure Travel; Family Life Cycle and its Stages: Bachelorhood, Honeymooners, Parenthood, Post Parenthood, Dissolution; Tactics Used by Children to Influence Their Parents; Consumption Related Roles of Family Members.

**REFERENCES**

1. Kaul, R. N. (1985). Dynamics of Tourism: The Phenomenon. Vol. I. New Delhi: Sterling.
2. Mill, R. C., & Morrison, A. M. (2002). *The tourism system*. Kendall Hunt.
3. Schiffman, L., & Wisenblit, J. (2015), *Consumer Behaviour* (Global Edition), Pearson
4. Kotler, P., & Armstrong, G. (2012), *Principles of Marketing* (14ed), Pearson
5. Decrop, A. (2006). *Vacation decision making*. Cabi
6. Spiers, M. (2017). *Families with adolescents: vacation decision making* (Doctoral dissertation, Victoria University).
7. Kaur, S. (2014). *Role And Effectiveness Of Marketing Services In Tourism* (Bachelor Thesis, University of Euro-regional Economy, Poland)
8. Wirtz, J., & Lovelock, C. (2016). *Services Marketing: People, Technology*. World Scientific Publishing Company.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title. International Strategic Management**

**Course Code: PMS-BG18-08**

**Credits: 04**

**Max. Marks: 100**

**Course Objective : To provide insights about the marketing, international business and strategic dimensions so as to develop a clear theoretical and conceptual foundation on the topic.**

**Unit 1**

International Marketing – Concept, scope; EPRG framework; International marketing decisions; Basis of International Trade – theory of Absolute & comparative advantage; Trade Constraints of International Marketing – Fiscal and Non-Fiscal barriers.

**Unit 2**

Economic environment of International Marketing; impact of international institutions – World Bank, IMF, UNCTAD; WHO; Phases of Economic Integration; Trade agreements; Generalized systems of preferences (GSP). India and World Trade, Exim Policy, Export Promotion Councils; ECGC, Commodity boards, EXIM banks.

**Unit 3**

SAARC (SAPTA, SAFTA); Causes for failure of SAARC, Importance of Silk route; BIMSTEC; Evolution and importance of Silk Route; Historical relevance of Silk Route to Kashmir, LOC trade

**Unit 4**

Corporate level strategies, Grand strategies, stability strategies, growth strategies; retrenchment strategies; combination strategies; Business level strategies; Generic strategies; Strategic analysis and choice-strategic analysis at the corporate level- BCG Matrix and GE – Nine – Cell Matrix; Strategic evaluation and control strategic control, operational control, Techniques of strategic evaluation and control.

**References:**

1. Cateora, P.R. (2014). *International Marketing 13E (SIE)*. Tata McGraw-Hill Education
2. Keegan, W., Green, M., (2012). *Global Marketing*. Pearson Education.
3. Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. (2013). *International Business: Environments and Operations*. Addison-Wesley
4. Hill, C. (2015). *International Business: Competing in the global marketplace*. Strategic Direction, 24(9).
5. Hill, C., Jones, G. (2012). *Strategic Management: An integrated approach*. Cengage Learning.
6. Majeed, G., & Bano, R. (2009). *Kashmir to Central Asia – Routes and Events*. New Delhi: Young Publishing House.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title: Marketing of Services**

**Course Code: PMS-BG-20-01**

**Credits: 04**

**Max. Marks: 100**

**Objective**

The main objective of the course is to help students to understand the nature and scope of service in the contemporary business and to expose scholar to the framework that is required for marketing of services.

**Contents**

**Unit I: Nature and Scope of Services Marketing**

Foundations of services marketing: concepts, distinctive features of services, scope and dimensions of services; services marketing environment –global and national perspectives; classification of services; service market potential; factors contributing to the growth of service marketing in the Indian context; Expanded marketing mix for services; Service quality, Introduction to gaps model and SERVQUAL dimensions, SERVPERF.

**Unit II: Market Segmentation and Positioning in Services**

Market segmentation-Basis & targeting in services; Positioning Dimensions: Importance of positioning in Services Marketing, Steps in developing a positioning strategy, Positioning Maps; Relationship Marketing: Creating and maintaining valued relationship with Customers; Services Marketing Mix: Services Design and Development; Service Blueprinting; Service Process; Physical Evidence and Servicescape; Pricing of services; Services Distribution Management; Managing the Integrated Services Communication Mix; Managing Service Personnel; Employee and Customer Role in Service Delivery.

**Unit III Service Recovery**

Concept and process of service recovery; Customer Complaining Behavior; Types of Complaints; Types of Complainers; Developing a Service Recovery Management Program; Service Failure: Concept and identification, Service Failure Attribution; Service recovery strategies; Service recovery paradox, Double Deviation, Recovery Satisfaction.

**Unit IV Recovery Strategy Implementation**

Theories of Service Recovery: Equity theory, Social Exchange Theory, Disconfirmation Expectation Paradigm, Script Theory, Attribution Theory: Locus of Control, Stability and Controllability, Contingency Theory: Magnitude (Severity) of Failure, Criticality of Service consumption. Justice Theory: Origin, Relevance, Components of perceived justice—3 Dimensional or 4 Dimensional, Perceived Justice and Customer Co-creation, Perceived Justice and CSR, Consequences of Fairness Perceptions in Service Transactions.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**Suggested Readings:**

**Books:**

1. Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd, 2000.
2. Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill, 2000.
3. Christopher Love Lock, Service Marketing, Pearson Education Asia, 2001.
4. Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
5. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.
6. Philip Kotler, Marketing of non-profit organization, Prentice Hall, 2000.
7. Helen Woodruffe, Services Marketing, Macmillan, 2001

**Journals:**

1. Journal of Services Research, Sage Publications
2. Journal of Service Marketing, Emerald
3. Journal of Professional Service Marketing, Taylor and Francis
4. Journal of Marketing, Sage Publications
5. Journal of the Academy of Marketing Science, Springer



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**

**Discipline Centric Course**

**Course Title : Security Analysis and Portfolio Management**

**Course Code: PMS-BG20-02**

**Credits: 04**

**Max. Marks: 100**

**Objective**

The main objective of the course is to help students to understand the nature and scope of use of financial instruments with emphasis on derivative instruments and to expose scholar to the framework that is required for risk management in the use of such instruments.

**Contents**

**Unit I Introduction to Financial Management**

Goals of financial management, Strategic Financial Decision-Making framework, Financial Planning; Risk and return: meaning, methods of measuring risk and return in standalone and portfolio assets.

**Unit II Risk Management**

Identification of types of Risk faced by an organization, Evaluation of Financial Risk, Value-at-Risk (VAR), Appropriate Methods for Identification and Management of Financial Risk.

**Unit III Security Analysis and Valuation**

Fundamental Analysis, Technical Analysis, Efficient Market Theory, Overview of Valuation, Return Concepts, Equity Risk Premium, Required Return on Equity, Discounts rates selection in relation to cash flows, Valuation of Equity Shares, Valuation of Preference Shares, Valuation of Debentures and Bonds, CORPORATE VALUATION

**Unit IV Derivatives Analysis and Valuation**

Introduction to Derivatives; Concept, types of derivatives: forward commitments, contingent claims; purpose of derivative markets: price discovery, risk management; arbitrage and derivative pricing; structure and evolution of derivative markets in India.

Forward Contracts Nature and structure of forward contracts, delivery and settlement of contracts, role of forward markets; Types of forwards contracts: equity, interest rate and bonds, currency, and commodity forward; pricing and valuation of equity contracts without dividends only.

Futures Nature of futures contracts, role of clearing house, daily settlement, margins, price limits, delivery and settlement; types of futures: index, currency futures, commodity and equity. Pricing and Valuation of equity futures.

Options Characteristics of options, moneyness of options; types: call options, put options, options on futures; pay-off values (relationship between market value of the underlying and exercise price); effect of difference in exercise value and time to maturity on option price Put call parity and synthetics, Binomial Model of Option Pricing.



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

## Department of Management Studies

### **Suggested Readings:**

#### **Books:**

1. Brealey, Richard, Stewart M., and Franklin A., Principles of Corporate Finance, McGraw Hill.
2. John C.Hull, "Options, Futures and other Derivatives", Pearson Education
3. "Strategic Management-Study Material", Institute of Chartered Accountants of India

#### **Journals:**

1. Journal of Financial Economics, Elsevier
2. Journal of Derivatives and Quantitative Studies, Emerald
3. Journal of Business, Finance & Accounting, Blackwell Publishers
4. International Journal of Research in Engineering, Science and Management



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**

**Discipline Centric Course**

**Course Title: Corporate Social Responsibility (CSR) in Marketing**

**Course Code: PMS-BG20-03**

**Credits: 04**

**Max. Marks: 100**

**Objective:-** The main objective of the course is to help students to understand the nature and scope of Marketing with emphasis on corporate social responsibility and to expose scholars to the framework that is required to understand the basis for marketing of CSR activities.

**Unit I Introduction to Marketing**

Nature, scope and importance of marketing, Evolution of marketing; Core marketing concepts- Production concept, Product concept, Selling concept, Marketing concept, Societal marketing concept, Holistic marketing concept. Marketing environment: Demographic, Political, Socio-cultural, Legal, Economic, Technological environment.

**Unit II Segmentation, Targeting and positioning**

Levels of Market Segmentation, Basis for Segmentation, Difference among Segmentation, Targeting and Positioning

**Unit III Introduction to Corporate social responsibility**

Meaning and importance of CSR, Evolution of CSR, Primaries of CSR, CSR and social legitimacy,

Moral and economic arguments for CSR, CSR expectations in rich and poor countries.

**Unit IV The Role of Stakeholders in CSR**

Stakeholders advocacy, Globalization of CSR, Success and failures with CSR initiatives, Corporate response to citizen demands via CSR.

Five stages of organizational growth with CSR, CSR a balance between organizational means and ends, The strategic CSR model, The business level CSR threshold

**Suggested Readings**

**Books**

1. Marketing Management by Philip Kotler and Kevin Lane Keller
2. Principles of Marketing by Philip Kotler and Gary Armstrong
3. Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace by Al Ries and Jack Trout
4. Marketing Management Parag Diwan & L.N.Aggarwal Marketing Management
5. Marketing Management - Text & Cases Dr. C.B.Gupta & Dr. N.Rajan Nair



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6. The 'Corporate Social Responsibility in India: Cases and Development after the Legal Mandate' (2016) authored and edited by Nayan Mitra & Dr. Rene Schmidpeter
7. The 'CSR: Corporate Social Responsibility: The New Paradigm' (2016) edited by BS Sahya, Styasiba Das, Bhaskar Chatterjee, Gayatri Subramaniam and R. Vendata Rao.
8. The Six Essential Steps in Implementing CSR (2016) by V Reddappa Reddy and C Dheeraja.

### **Journals**

1. Journal of Supply Chain Management (Wiley-Blackwell)
2. Journal of Marketing (American Marketing Association)
3. Journal of the Academy of Marketing Science (Springer Nature)
4. Journal-of-interactive-marketing (Elsevier)
5. Harvard Business Review Journal



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**

**Discipline Centric Course**

**Course Title: Financial Management and Investment Markets.**

**Course Code: PMS-BG-20-04**

**Credits: 04**

**Max. Marks: 100**

**Objective**

The main objective of the course is to help students to understand the nature and scope of financial markets with a emphasis on disinvestment of PSUs in India.

**Contents**

**UNIT-I**

Financial Management: meaning, objectives and scope; types of financial decisions,; role of financial manager in a firm. Time value of money. Capital Budgeting Decisions: nature, importance and types of investment decision.

**UNIT II**

Financial Markets: Money market: meaning , constituents and functions; Money market instruments and Recent trends in Indian money market. Capital market: primary and secondary markets; Meaning, functions and recent developments; Government securities market. RBI and SEBI: their objectives and major functions.

**UNIT III**

Disinvestment- meaning, objectives, need of disinvestment, disinvestment and privatization, disinvestment and divestment, disinvestment in India, minority stake. strategic and non strategic PSUs

**UNIT IV**

Disinvestment policies of government, history of disinvestment, methods of disinvestment, strategic sale, criticism of disinvestment policy

**Suggested Readings**

1. Khan & Jain , Financial Management
2. I.M Pandey, Financial Management
3. Prasana, Chandra, Security Analysis & portfolio Management
4. Reily & Brown, Investment Management



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**

**Discipline Centric Course**

**Course Title. Consumer Behaviour and Electronic Commerce**

**Course Code: PMS-BG20-05**

**Credits: 04**

**Max. Marks: 100**

**Objective**

The primary objective of this course is to introduce concepts and approaches of consumer behaviour in Electronic Commerce. The course aims to determine key parameters of online purchase intention among Electronic Commerce Users. It provides a balanced approach towards incorporating concepts from technology and management.

**Contents**

**Unit I**

Introduction to Consumer Behaviour; Customer Value, Satisfaction, and Retention. Measures of customer retention. Types of customers based on customer loyalty. Market Segmentation, Selecting Target Markets. Consumer Decision-Making Process. Cognitive Dissonance and Conflict Resolution.

**Unit II**

Consumer Motivation and Personality: The Dynamics of Motivation, Maslow's hierarchy of needs. Personality meaning, Freudian concepts, Neo-Freudian premises of Personality, Personality traits. Consumer Perception and Positioning: Perception, The Absolute and Differential Thresholds, Subliminal perception, Positioning and Repositioning, Perceptual mapping. Consumer behaviour patterns. Consumer Behaviour Metrics and Tools

**Unit III**

E-commerce; Types(B2c,B2B) and Models (Inventory Based, Marketplace based). The impact of reviews on consumer online buying behaviour. Role of YouTube/ social media on customer online shopping. Role of accessibility and Usability of Web portal in retaining and increasing online customers. Internet and Smartphone penetration in India. How affordable internet is helping in increasing online consumer base in India. How china has one of the highest domestic online retail market share. Digital Payment options in India. Privacy Concerns of Indian Consumers towards shopping online.

**Unit IV**

The impact of perceived risk on consumer online buying behaviour. Online market places operating in India. Pro and cons of selling online. Role of customer grievance centres in customer retention. Online shopping and its impact on online sellers. E-commerce as competitor to traditional market. Ease of doing online business in India. Laws regulating Electronic Commerce in India



# ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

## Department of Management Studies

### **Suggested Readings:**

1. Leon G.Schiffman & Leslie Lazar Kannk, Consumer Behaviour, Prentice-Hall of India.
2. Howard, John A, Consumer Behaviour in marketing, Englewood Cliffs, Prentice Hall Inc, New Jersey.
3. S.C. Mehta - Indian Consumers - Tata McGraw Hill
4. Efraim Turban et al., 'Electronic Commerce – A managerial perspective', Pearson Education Asia, 2002.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**PhD (Course Work)**  
**Discipline Centric Course**  
**Course Title: Organisational Behaviour**

**Course Code: PMS-BG20-06**

**Credits: 04**

**Max. Marks: 100**

**Objective**

The course is designed to understand the overall nature and scope of organizational behaviour in contemporary business and to expose the scholar to the framework that is required for the organization of people.

**Contents**

**Unit I Nature and Scope of Organisational behaviour**

Management process and functions; Managerial skills; Principles of Management; Approaches to Management; Interpersonal and intrapersonal OB: Understanding and managing individual behavior, Individual differences and work behavior, Personality: Concept and theories, self-growth and inter-personal effectiveness; Perception: process, factors influencing perception, perceptual defects; Attitude: Components and functions of attitude.

**Unit II Motivation in Organisations**

Motivation in organizations: The Motivational framework. Theories of Work motivation- Content and Process Theories of Motivation. Self-determination theory (SDT): Basic psychological needs theory in SDT.

**Unit III Work-Family interaction and well-being**

Concept of work-family interactions; Work-family conflict; work-family balance; work-family enrichment; Hofball's conservation of resources model; Greenhaus and Powell's work-family enrichment model.

Well-being in Organisations; Employee well-being; hedonic or subjective well-being; eudaimonic or psychological concept of well-being.

**Unit IV Cross-cultural management**

Culture: Significance of Culture for Organisational behaviour; Identifying and Responding to Differences in Culture- Hofstede Model, Kluckhohn-Strodtbeck Model; Hall's Model of High and Low Context Cultures; Comparing National Cultures.

Organisational Culture: Culture and Organisations; Defining and Comparing Organisational Cultures; Influence of National Cultures on Organisational Cultures.



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
Department of Management Studies

**Suggested Readings:**

**Books (Latest Edition) :**

1. Robbins, Stephen P., Organizational behavior, Prentice-Hall of India., New Delhi,
2. Fred Luthans, Organizational Behavior, Tata McGraw-Hill New Delhi,
3. Jackson T. International HRM: A Cross-Cultural Approach, London: Sage
4. Koontz, H. and Donnel C., Essentials of Management, McGraw Hill, New Delhi
5. Dessler, Gary., Human Resource Management, Pearson/Prentice Hall.

**Journals:**

1. Harvard Business Review, HBS, UK
2. International Journal of Human Resources Management, UK
3. Stress & Health, Wiley online library
4. Journal of Occupational & Organizational Psychology, Wiley-Blackwell, US
5. South Asian Journal of Business Studies, Emerald publishing.
6. Journal of Organisational behaviour, Routledge, US
7. International Journal of Cross-Cultural Management