



SIR PADAMPAT SINGHANIA UNIVERSITY

Udaipur

SCHOOL OF MANAGEMENT

Course Curriculum of Ph.D. Degree Programme

In

Information Technology Management

(Batch-2020-2021)

Credit Structure

Category	Credits
Departmental Major Subjects	6
Departmental Minor Subjects	5
Total	11

Note: The student has to select two courses of 6 credits from the Department Major subjects and two minor courses on “Research Methodology” (3 credits) and “Publications & Research Ethics” (2 credits) as compulsory papers.

Course Structure: Ph.D. Degree (2020-2021)

(Departmental Major Subjects)

S.No.	Course Code	Course Title	L	T	P	Credit (s)
1	BM-6013	Theories in Information Systems Research	3	0	0	3
2	BM-6014	Electronic Commerce Strategy	3	0	0	3
3	BM-6015	Business Intelligence & Data Mining	3	0	0	3
4	BM-6016	Knowledge Management	3	0	0	3

(Departmental Minor Subjects)

S.No.	Course Code	Course Title	L	T	P	Credit(s)
1	RM-6002	Research Methodology	3	0	0	3
2	RM-6003	Publication & Research Ethics	2	0	0	2

**Detailed Syllabus for Ph.D. Degree Programme
In
Information Technology Management**

Semester - I

(Departmental Major Subject)

BM-6013 L-T-P-C
Theories in Information Systems Research 3-0-0-3

Objective: *The aim of this course is to familiarize the researcher with the prominent theories which are applicable & relevant in Information Systems Research.*

Course Content

Module 1: The course requires a thorough review & presentation of selected theories in the area of Information Technology & Systems. The choice of theories is according to the requirement of the study undertaken. Few suggested theories are:

Innovation diffusion Theory

Module 2: Theory of Reasoned Action

Technology Acceptance Model

Theory of Planned Behaviour

Module 3: Socio-Technical Systems Theory of Acceptance

Task-technology Fit theory

Unified theory of acceptance and use of technology

Text/Reference Books

1. Diffusion of innovations Rogers, E.M. 5th Ed. New York: Free Press. 2003
2. Perceived usefulness, perceived ease of use, & user acceptance of information technology. Davis F. D. MIS Quarterly, 13(3): 319–340. 1989
3. Understanding user evaluations of information systems. Goodhue D. L. Management Science, 41(12):1827-1844.1995.
4. Task-technology fit & individual performance. Goodhue D. L. & Thompson R. L. MIS Quarterly.19(2):213-236. 1995
5. A theory of task/technology fit & group support systems effectiveness. Ziguers I. & Buckl& B. K. MIS Quarterly. 22(3): 313-334. 1998.
6. Understanding attitudes & predicting social behavior. Ajzen I. & Fishbein M. Englewood Cliffs. Prentice-Hall. 1980

7. Belief, attitude, intention, & behavior: An introduction to theory & research. Fishbein M. & Ajzen I. Addison-Wesley. 1975
8. The theory of reasoned action. In Dillard J.P. & Pfau M. (Eds.) The persuasion handbook: Developments in theory & practice. Hale J.L., Householder B.J. & Greene K.L. pp. 259–286. Thousand Oaks. CA: Sage. 2002.
9. The theory of planned behavior. Ajzen I. Organizational Behavior & Human Decision Processes. 50 (2): 179–211.1991.
10. From intentions to actions: A theory of planned behavior. In J. Kuhl, & J. Beckmann (Eds.), Springer series in social psychology. Ajzen I. pp. 11-39. Berlin: Springer. 1985.
11. User acceptance of information technology: Toward a unified view. Venkatesh,Viswanath, Morris,Michael G.;Davis,Gordon B.;Davis,Fred D., MIS Quarterly, 2003, 27, 3, 425-478

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Information Technology Management
Semester - I
(Departmental Major Subject)**

BM-6014 L-T-P-C
Electronic Commerce Strategy 3-0-0-3

Objective: *The aim of this course is to provide a strong research foundation in e-commerce domain. It presents a comprehensive coverage of essential business issues which helps in understanding how e-commerce is revolutionizing businesses.*

Course Content

Module 1: Electronic commerce: Principles, models, Disintermediation, Electronic commerce technology, Internet technology, Infrastructure, Electronic publishing, Electronic commerce Security, Electronic money, Secure electronic transactions

Module 2: Web strategy: Attracting & retaining visitors, Web Assurance, Factors influencing online customer's intentions & behavior

Promotion: Integrated Web communications, Promotion & purchase, Measuring effectiveness, Web marketing communication.

Module 3: e-retailing: e-Retailing Practices, e-Retailing Application Perspective, Customer loyalty in the age of E-retailing; role of E-CRM ; Third party assurance in retailing

Distribution: Distribution strategy, The Internet distribution matrix, effects of technology on distribution channels, Service: Cyber service, What makes services different?

Challenges: Technological Challenges, Behavioral & Educational Challenges

Texts/Reference Books

1. E-Business: Roadmap for Success. Kalakota. R. & Robinson M. Addison Wesley.1999
2. E-Commerce: Strategy Technologies & applications. Whiteley D. TMH.2001.
3. Frontiers of Electronic Commerce. Kalakota R. Pearson. 2008.

4. E-Business & E-Commerce Management : Strategy, Implementation & Practice. Chaffey D. 5th edition. Pearson Education.2013.
5. ERP – A Managerial Perspective. Sadagopan S. Tata McGraw-Hill.1999.
6. Taking Care of e-Business. Siebel T.M. Doubleday Business. 2001.

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(Departmental Major Subject)**

BM-6015 L-T-P-C
Business Intelligence & Data Mining 3-0-0-3

Objective: *The course aims at introducing popular data mining methods for extracting intelligence from business data. The course provides an insight in conceptual understanding of data mining from a strategic business perspective.*

Course Content

Module 1: Database Concepts: building data models, database keys and relationships, normalization and integrity rules, ER Model, Query handling, data reporting and presentation,

Module 2: Data Mining: data warehousing and its architecture, data marts, OLAP concepts, Data mining, concepts and the Virtuous Cycle of Data Mining, Decision Trees and tables, data segmentation & classification, Cluster Detection, Data Mining Best Practices.

Module 3: Business Intelligence: need, Business Intelligence spectrum, Building ad-hoc queries, User Interface design issue and dashboards, data migration issues.

Business Intelligence applications in commerce, Marketing/advertising, promotion & pricing policies, Market Basket Analysis, Market Research Analysis, Personnel Planning, Mining on an Enterprise level, E-commerce & data mining, Business intelligence case studies, research areas in data mining.

Texts/Reference Books

1. Business Intelligence: A Managerial Approach. Turban E., Sharda R., Aronson J.E. & King D. Pearson Prentice Hall.2013.
2. Data Mining Techniques. Berry M. & Linoff G. 3rd Edition. Wiley India. 2011.
3. Data Mining for Business Intelligence: Concepts, Techniques, & Applications in Microsoft Office Excel with XLMiner. Galit Shmueli G., Patel N.R. & Bruce P. C. Wiley. 2010.
4. Data Mining – Concepts & Techniques. Han J. & Kamber M. 3rd Edition. Morgan Kaufmann. 2011.
5. Successful Business Intelligence: Secrets to Making BI a Killer Application. Howson C.TMH. 2007.

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Semester - I
(Departmental Major Subject)**

BM-6016
Knowledge Management

L-T-P-C
3-0-0-3

Objective: This course provides a comprehensive insight into the main aspects of knowledge management & equips participants with skills to build KM interface. It provides managerial perspective on knowledge transfer.

Course content

Module 1: Understanding Knowledge: Cognitive Psychology, Data, Information & Knowledge, Thinking & Learning in Humans, Knowledge Management Systems Life Cycle, Knowledge in Organizations, social networks, Managing Knowledge in Organizations, Integrative Framework: technology, person and organization, Organizational Learning & “The Learning Organization”,

Module 2: Knowledge Management System (KMS).

Knowledge Architecture: Knowledge Creation, Knowledge Architecture, Acquiring the KM System, Capturing the Tacit Knowledge, Knowledge Codification, Codification Tools/Procedures, content and Meta analysis, Knowledge acquisition and transfer issues

Module 3: Transferring & Sharing Knowledge: Identifying Key Issues, How Managers view Knowledge Transfer, Managing Knowledge Workers, Knowledge management research topics, research trends.

Texts / Reference Books

1. Working Knowledge: How Organizations Manage What They Know. Davenport TH & Prusak L. Harvard Business Press. 2013
2. Knowledge Management Challenges, Solutions, & Technologies. Becerra FI, Gonzalez A, & Sabherwal R. Prentice Hall. 2014
3. Knowledge Management. Awad EM& Ghaziri HM. Prentice Hall.2007
4. Knowledge Management – Through the technology glass. H&zic M. World Scientific Publishing. 2004

**Detailed Syllabus for Ph.D. Degree Programme
In
Management
Semester - I**

(Departmental Minor Subject)

RM-6002
Research Methodology

L-T-P-C
3-0-0-3

Objective: *This course aims at helping students appreciate the importance of carrying out research in a planned & systematic manner. It discusses different research designs before providing students with an understanding of sampling for research purposes. It also provides students statistical tools to analyse & compare research data & test hypotheses for arriving at statistical valid results. Finally the course discusses ethical issues relating to sampling & research before providing inputs on development of synopsis that forms the basis of formal research.*

Course Content

Module 01: Research: Meaning, Types, Tools & Techniques used.

Research Methodology: Nature, Scope & Types of research, Defining the research problem & developing an approach, Importance of statement of research objectives

Module 02: Research Design & Research Instruments: Comparison on important research designs (Exploratory, Descriptive & Experimental); Methods of Data Collection - Observational & Survey Methods, Questionnaire Design; Administration of Surveys;

Module 03: Sample Design; Field work & Tabulation of Data.

Sampling Methods & Sampling Distributions: Statistics & Parameter, Sampling distributions-conceptual basis; standard error; sampling from normal populations, relationship between sample size & standard error; Finite Population Multiplier.

Module 04: Measurement & Scaling: Discussion on primary scales of measurement, discussion on comparative scaling technique (paired comparison scaling, rank order scaling, constant sum scaling) & non-comparative scaling techniques (continuous rating scale, itemized rating scale, Likert scale, Semantic differential scale, staple scale); Challenges of ensuring accuracy (reliability & validity of research).

Module 05: Hypothesis Testing: Basic Concepts – Null & Alternative Hypotheses; Type I & Type II errors; the significance level

Module 06: Chi-square & Analysis of Variance: Chi-square as a test of (a) independence & (b) goodness of fit; ANOVA

Module 07: Non parametric test: Rank correlation.

Module 08: Multivariate analysis using SPSS: Factor Analysis, Multiple Regression Analysis, Multiple Discriminant Analysis & Logistic Regression, Multivariate Analysis of Variance, Synopsis & Report Writing, Problems encountered by Researchers.

LIST OF EXERCISES (Excel/SPSS/R)

S. No	Title of Experiment
1.	Estimating regression & correlation coefficients;
2.	Estimating probability based on Binomial, Poisson & Normal distribution;
3.	Estimating standard error using central limit theorem (small & large population);
4.	Hypotheses testing for all three kinds of hypotheses;
5.	Use of Chi-Squared value to estimate population variance & hypotheses testing;
6.	Use of F-distribution for comparing multiple samples;
7.	Non parametric testing as a tool for hypotheses tests;
8.	Use of other open source software packages for research purposes.

Texts / Reference Books:

1. Levin R.I. & Rubin D.S, Statistics for Management. 7th Ed. Dorling Kindersley Pvt. Ltd. 2008.
2. Kothari C.R, Quantitative Techniques, Vikas Publishing House. 2009
3. Hair J.F.Jr., Black W.C. & Babin B.J, Multivariate Data Analysis. 7th Ed. Prentice Hall. 2009.
4. Gupta S.P, Statistical Methods. 30th Ed. Sultan Chand. 2012.
5. Das N.G, Statistical Methods. McGraw Hill Education (India) Pvt. Limited. 2008.

**Detailed Syllabus for Ph.D. Degree Programme
In
Marketing Management**

Semester - I

(Departmental Minor Subject)

RM-6003
Publications & Research Ethics

L-T-P-C
2-0-0-2

Objective: *This course provides awareness about the publication ethics and publication misconducts. Hands-on-sessions are designed to identify research misconducts and predatory publications. Indexing and citation databases, open access publications, research metrics and plagiarism tools will be introduced in this course.*

Course Content

Module 01: Philosophy & Ethics

Introduction to philosophy: Definition, nature and scope, concept, branches Ethics: Definition, moral philosophy, nature of moral judgments and reactions

Module 02: Scientific Conducts

Ethics with respect to science and research, Intellectual honest and research integrity, Scientific Misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant Publications: Duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

Module 03: Publication Ethics

Publication Ethics: Definition, introduction and importance, Best Practices/Standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest, Publication Misconduct: definition, concept, problems that lead to unethical behavior and viceversa types, Violation of publication ethics, authorship, and contributor ship, Identification of Publication misconduct, complaints, and appeals, Predatory publishers and journals.

Module 04: Open Access Publishing

Open access publishing and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tools to identify predatory publications developed by SPPU, Journal finder tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Module 05: Publication Misconducts

Group Discussions: Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. Software Tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools.

Module 06: Databases and Research Metrics

Databases: Indexing databases; Citation databases: Web of Science, Scopus, etc. Research Metrics: Impact factor of journal as per Journal citation report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, i10 index, almetrics.

Text/Reference Books

1. The Student's Guide to Research Ethics. Oliver P., Open University Press, 2003.
2. Responsible Conduct of Research. Shamoo A. E., Resnik D. B., Oxford University Press, 2003.
3. Philosophy of Science. Bird, A., Routledge, 2006.
4. A Short History of Ethics. Alasdair M., London, 1967.
5. Ethics in Competitive Research: Do not get scooped; do not get plagiarized. Chaddah P., (2018). ISBN:9789387480865
6. On Being a Scientist: A Guide to Responsible Conduct in Research. National Academy of Science, national Academy of Engineering, and Institute of Medicine. 3rd Ed., national Academies Press, 2009.