

**Institute of Management Studies  
Devi Ahilya Vishwavidyalaya  
MBA (Human Resource) Semester 2nd  
Course Scheme**

<b>Code</b>	<b>Course</b>	<b>Type</b>	<b>Credit</b>
MS5E-502	Organisational Behaviour – II	Compulsory	3
MS5E-504	Human Resource Development	Compulsory	3
MS5E-506	Marketing Management	Compulsory	3
MS5E-508	Labour Laws – I	Compulsory	3
MS5E-510	Managerial Economics	Compulsory	3
MS5E-512	Operations Research	Compulsory	3
MS5E-514	Research Methodology	Compulsory	3
MS5E-516	Financial Product and Services	Electives  (Select Any One)	3
MS5E-518	Operations Management		3
MS5E-552	Comprehensive Viva		3 (Virtual)

**M.B.A. (HUMAN RESOURCE)  
BATCH 2021-23  
SEMESTER II**

<b>SUBJECT NAME</b>	<b>ORGANISATIONAL BEHAVIOUR II</b>	<b>SUBJECT CODE</b>	MS5E-502
		<b>TOTAL CREDITS</b>	<b>03</b>

**SUBJECT NAME : GENERIC**

**COURSE OBJECTIVES**

- To help the students to acquaint them with the field of human behavior.
- To impart knowledge about various theories associated with group behavior with help of real world cases.

**LEARNING OUTCOMES**  
At the end of the course students should be able to;

1. Understanding different aspects and components of group behaviour.
2. Help describe factors that are responsible to make an individual a part of an effective team.

**EXAMINATION SCHEME**  
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

**COURSE CONTENTS**

<b>UNIT –I Foundations of Group Behavior</b>	<p>1.1 Group- Definition and Types</p> <p>1.2 Stages of Group development; Models- The five-stage Model</p> <p>1.3 Group Properties- Roles, Norms, Status, Size, Cohesiveness, Diversity; Group Dynamics</p> <p>1.4 Group Vs Team; Team- Characteristics; Formation; Types; Creating Effective Teams</p> <p>1.5 Group Decision Making- Process; Models and Techniques</p>
<b>Unit – II Leadership</b>	<p>2.1- Leadership- Overview; Styles &amp; Trait Theories</p> <p>2.2- Behavioral Theories- Ohio State Studies; Michigan Studies; and Managerial Grid</p> <p>2.3- Contingency Theories- Fielder’s Model, Hersey and Blanchard’s Situational Theory; Leader-Member Exchange Theory; Path Goal Theory; Charismatic Leadership</p> <p>2.4- Contemporary Leadership Styles in Business</p>
<b>Unit – III Organizational Change</b>	<p>4.1- Managing Change- Forces of Change; Planned Change; Resistance to Change</p> <p>4.2 Approaches to Managing Change- Lewin’s Three-Step Model;</p> <p>4.3- Creating Learning Organization; Workplace Spirituality</p>

<b>Unit -V Organizational Culture</b>	5.1- Understanding Culture- Definition; Types; Functions and Relevance 5.2- Creating and Sustaining Culture 5.3-How Employees Learn Culture 5.4- Creating a Positive Organizational Culture
<b>Unit-VI Organizational Structure and Interpersonal Processes</b>	6.1- Organizational structure- Meaning and Significance 6.2 Types of Organizational Designs; Organizational Designs & Employee Behavior; Implications for Managers 6.3- Power- Dynamics, Sources and Power Tactics 6.4-Politics – Definition; Causes & Consequence 6.5- Ethics of Behaving Politically; Sharing Power- Empowerment
<b>TEXT READINGS</b>	Text Reading: Latest Editions 1.Stephen P. Robbins “ Organizational Behaviour: Concepts, Controversies and Applications,” New Delhi, Prentice Hall 2. Fred Luthans, “Organizational Behaviour”, New York, McGraw Hill. 3. Kavita Singh,” Organizational Behaviour.” 4. John W. Newstrom and Keith Davis, “ Organizational Behaviour: Human Behaviour at Work” New Delhi, Tata McGraw Hill.

**M.B.A. (HUMAN RESOURCE)  
BATCH 2021-23  
SEMESTER II**

<b>SUBJECT NAME</b>	<b>Human Resource Development</b>	<b>SUBJECT CODE</b>	MS5E-504
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: GENERIC</b>			
<b>COURSE OBJECTIVE:</b> Purpose is to provide thorough knowledge of activities essentials for Human Resource Development			

**Learning Outcome:**

At the end of the course students should be able to;

1. Implement HRD functions practically according to current need of the organization
2. Perform HR audit

**LEARNING OUTCOME:****EXAMINATION SCHEME:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

**Course Contents**

UNIT –I What is Human Resource Development	1.1 Concept and Historical Perspective, 1.2 Elements of Good HRD, 1.3 HRD and Organizational Effectiveness.
Unit-2 HRD Systems	2.1 Design and development of HRD processes, systems and Strategies. 2.2 HR Wheel- An overview of individual development, Organizational Development and Career Development
Unit – 3 Individual Development	3.1 Evolution of Individual Development 3.2 Roles and responsibilities of in Individual Development 3.3 competencies in Individual Development 3.4 New Approaches to Individual Development 3.5 Seven laws of Individual Development
Unit - 4 Career Development	4.1 Career Development Activities 4.2 Individual Component and Career Development activities 4.3 Organizational Component and Career Development activities
Unit-5 The HRD Manager	5.1 Role and Characteristics of effective HRD Manager 5.2 Competencies of HRD Manager 5.3 Challenges to HRD Manager
Unit-6 HRD Mechanisms	6.1 Training: The cost and benefit of training, Different Models of cost benefit analysis of training 6.2 Counselling 6.3 Performance Appraisal and Performance Management 6.4 Coaching 6.5 HR Accounting: An Overview
Unit- 7 Future of HRD	7.1 Economic, Political, Sociological and Organizational Factors and challenges. 03 7.2 Scope of HRD in future

**Text Reading: Latest Editions**

1. Tapomoy Deb, "Human Resource Development: Theory and Practice", Ane books Pvt.Ltd. New Delhi.
2. Uday Kumar Haldar, "Human Resource Development", Oxford University press.
3. Jerry W. Gilley and Steven A. England, "Principles of Human Resource Development", U.S.A, Addison-Wesley.
4. T.V. Rao, "HRD Audit", New Delhi, Sage Publications.

**Suggested Readings (Latest Edition)**

1. Satish Pai, Ravishanker, Upinder Dhar and B. Pattanayak (Eds), "HRD Skills for Organizational Excellence". Mumbai, Himalaya.

2. Ashok Chanda and Shilpa Kabra "Human Resource Strategies-Architecture for Change" New Delhi, Response Books.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A.(HUMAN RESOURCE)</b>			
<b>Batch 2021-23</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	MS5E-506
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Marketing.</li> <li>• The students will be able to plan, design and carry out marketing using the techniques discussed.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>4. Help to get a basic understanding of marketing concepts.</li> <li>5. Develop skills for marketing.</li> <li>6. Attain some elementary level of knowledge of sales and marketing.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>Unit- 1 Marketing g Concepts</b>	1.1 Customer Value and Satisfaction 1.2 Customers Delight 1.3 Conceptualizing Tasks and Philosophies Of Marketing Management 1.4 Value chain 1.5 Scanning the Marketing Environment.		
<b>Unit- 2 Market Segmentation, Targeting, Positioning</b>	2.1 Market segmentation 2.2 Levels of market segmentations, patterns, procedures, Requirement for effective segmentation 2.3 Evaluating the market segments, selecting the market segments, Tools for competitive differentiation Developing a positioning strategy 2.6 Marketing Information System 2.7 Marketing Research Process.		
<b>Unit- 3 Product Decision</b>	3.1 Objectives, Product classification, 3.2 Product-Mix, 3.3 Product life cycle strategies, Introduction and factors contributing the growth of packaging, introduction of labeling.		

<b>Unit– 4 Pricing Decision</b>	4.1 Factors affecting price, 4.2 Pricing methods and strategies.
<b>Unit– 5 Distribution n Decisions</b>	5.1 Importance and Functions of Distribution Channel, 5.2 Considerations in Distribution Channel Decisions, 5.3.Distribution Channel Members.
<b>Unit– 6 Promotion Decisions</b>	5.4 A view of Communication Process, 5.5 Developing effective communication, 5.6 Promotion-Mix elements
<b>Unit– 7 Emergingg Trends in Marketing</b>	6.1 An introduction to Internet Marketing 6.2 Multilevel Marketing 6.3 Introduction of CRM & EVENT marketing.
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. Philip Kotler “<b>Principles of Marketing Management</b>”, New Delhi: Prentice Hall of India.</li> <li>2. Philip Kotler, “<b>Marketing Management, Planning Analysis and Control</b>”,NewDelhi, Pearson Education.</li> <li>3. William L.Pride and O.C.Ferrell, “<b>Marketing Concepts and Strategies</b>”, Boston: Houghton Mifflin Co.</li> <li>4. Marketing Management, Rajan Saxena, Tata McGraw hill.</li> </ol>	

**M.B.A. (HUMAN RESOURCE)  
BATCH 2021-23**

**SEMESTER II**

<b>SUBJECT NAME</b>	<b>LABOUR LAW I</b>	<b>SUBJECT CODE</b>	MS5E-508
		<b>TOTAL CREDITS</b>	<b>03</b>

**SUBJECT NAME :GENERIC**

Course Objective:

- The course has been designed to make students aware about the legislative norms related to labour in India.
- This course will develop an understanding about the complexities and different dimensions of Industrial Relations and Trade Unions.
- It will also impart insight to various International Standards formulated in respect of labour.

**LEARNING OUTCOMES**

At the end of the course students should be able to;

1. After studying this course the students will be able to deal with legal compliances related to labour workforce in any business organization.
2. The students will be able to liaison with other external agencies for legal matters

**EXAMINATION SCHEME**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

**COURSE CONTENT**

<b>UNIT –I Constitution of India</b>	1.1 Preamble, Fundamental Rights, Directive Principle of State policy, Fundamental Duties, 1.2 Union and State Judiciary, State Liability, Service under the Union and State, 1.3 Freedom of Trade, Commerce and Intercourse, 1.4 Tribunals.
<b>Unit-2 Labour Jurisprudence and The ILO</b>	2.1 Concept and growth of labour jurisprudence. 2.2 ILO- genesis, aim & Objective. Conventions and Recommendation of ILO and problems in their rectification. 2.3 Concept of Social Justice.
<b>Unit-3 Industrial Relations</b>	3.1 Genesis, Concept and Emerging patterns. 3.2 Parties to Industrial Relation, 3.3 Different perspective to Industrial Relation and approaches to Industrial Relation.
<b>Unit- 4 Trade Union</b>	4.1 Concept, Growth and structure. 4.2 Trade Union Movement in India. Position of Trade Union in India- Multiplicity-Recognition of Trade union. 4.3 Role and functions of Trade Union in modern industrial society. 4.4 The Indian Trade Union Act 1926.



<b>Unit -5 Factory Legislation</b>	5.1 Growth of Factory Legislation in India. 5.2 Factories Act 1948. 5.3 Industrial Employment (standing Orders) Act, 1946.
<b>Unit-6 Legislation Concerning Settlement of Industrial Dispute</b>	6.1 Industrial Dispute Act, 1947
<p><b>TEXT READINGS :</b></p> <p>Text Reading: Latest Editions 1. R.C. Chawla and K.C. Garg, “Industrial Law”, Ludhiana, Kalyani Publishers.</p> <p>2. P.L. Malik, “Industrial Law”, Lucknow, Eastern Book</p> <p>3. J.K. Bareja, “Industrial Law”, New Delhi, Galgotia Publishing</p> <p>4. M. Y. Pylee and George Simon, “Industrial Relations and Personnel Management”, New Delhi, Vikas Publishing House.</p> <p>5. Relations, Trade Unions and Labour Legislation, P.R.N. Sinha, Indubala Singh and Seema Priyadarshini shekhar, Pearson, 2013.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (HUMAN RESOURCE)</b>			
<b>Batch 2021-23</b>			
<b>Semester</b>			
<b>II</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5E-510</b>
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b> Objective of this Course is to help the students analyze and understand economic environment.			
At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods.</li> <li>2. Measure how changes in price and income affect the behavior of buyers and sellers.</li> <li>3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society.</li> <li>4. Analyze how firms can use various pricing strategies to maximize profit.</li> <li>5. Evaluate macro-economic factors using various indicators.</li> <li>6. Utilize strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).			
<b>Course Contents</b>			
<b>UNIT 1 Introduction to economics and managerial economics:</b>	<b>Content</b> 1.1 Nature scope, characteristics and significance of managerial economics. 1.2 economics. Relationship of managerial economics with economics, operation research, 1.3 decision making, statistics, accounting.		
<b>UNIT 2 Fundamental concepts:</b>	2.1 Incremental reasoning, Marginal analysis, Equi marginal utility, time perspective, 2.2 consumer surplus, opportunity cost, time value of money 2.3 Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyart and March		

<b>UNIT 3 Supply &amp; Demand Analysis</b>	3.1 – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. 3.2 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, 3.3 Advertising & price expectation. Demand Forecasting
<b>UNIT 4 Production and cost analysis</b>	4.1 Meaning of production, production function, short run and long run production analysis. 4.2 Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. 4.3 Cost – meaning and types of cost, cost function, short run and long run cost function. 4.4 Economies and diseconomies of scale. Law of supply
<b>UNIT 5 Pricing</b>	5.1 Price determination under perfect competition. 5.2 Monopoly and Price Discrimination, Monopolistic Competition, 5.3 Oligopoly – kinked demand curve, cartel formation, 5.4 Price leadership.
<b>UNIT 6 Profit</b>	6.1 Meaning, types and theories of profit, 6.2 Profit planning – break even analysis.
<b>UNIT 7 Micro-macro Interrelations</b>	7.1 Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. 7.2 Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the economy
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>

**Learning Resources:**

**Text Books:**

- P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

**Reference Books:**

- Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
- Dr. Atmanand – Managerial Economics, Excel books, New Delhi
- Howard Davis – Managerial Economics, Macmillan Press, New Delhi
- D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
- Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

**Web References:** <http://ocw.mit.edu/courses/economics/>

**Supplementary Material:**

<b>M.B.A. (HUMAN RESOURCE) BATCH 2021-23 SEMESTER II</b>			
<b>SUBJECT NAME</b>	<b>OPERATION RESEARCH</b>	<b>SUBJECT CODE</b>	MS5E-512
		<b>TOTAL CREDITS</b>	
<b>SUBJECT NATURE: GENERIC</b>			
<b>COURSE OBJECTIVE:</b>			
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire quantitative tools.</li> <li>• The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.</li> </ul>			
<b>LEARNING OUTCOME:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Develop models as per the requirements of the practicing managers and to get solutions from them.</li> <li>2. Describe and attain of decision science skills for the management processes.</li> </ol>			
<b>EXAMINATION SCHEME:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>COURSE CONTENTS</b>			
<b>Unit-1 Quantitative Techniques and Operations Research</b>	1.1. Meaning, Scope of Quantitative Techniques and Operations Research in Management 1.2 Modeling in OR 1.3 Advantages and Limitations of Quantitative Techniques/Operation Research.		
<b>Unit-2 Linear Programming</b>	2.1 Meaning of Linear programming 2.2 General Mathematical Formulation of LPP 2.3 Graphical Analysis 2.4 Simplex Method and Big-M Method. 2.5 Advantage and limitations of LPP.		
<b>Unit-3 Transportation Model and Assignment Problem</b>	4.1. Transportation Problem as a particular case of LPP Mathematical Formulation 4.2. Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 4.3. Assignment Model as a particular case of transportation model, 4.4. Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization)		

<b>Unit- 4 Game Theory</b>	5.1 Introduction to Games 5.2 Maximin and Minimax Principles 5.3 Pure and Mixed Strategies 5.4 Rule of dominance 5.5 Solutions of Games using –Algebraic and Graphical Methods 5.6 Game theory and linear programming
<b>Unit -5 Replacement Models</b>	6.1 Introduction and Scope in Management 6.2 Single Equipment Replacement Model and Group Replacement 6.3 Replacement of items which deteriorate with time and items which fails suddenly.
<b>Unit-6 Waiting Line Models</b>	7.1 Introduction and Scope in Management Decisions, 7.2 Queuing Models M/M/1 (Infinite and Finite Population), 7.3 Concepts and applications of M/M/C.
<b>Unit-7 Inventory Control Models</b>	8.1 Deterministic Inventory Control Models 8.2 ABC and other classifications

**Text Reading: Latest Editions**

- 1 Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 2 Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 3 N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications.
- 4 V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons.
- 5 P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications.

**M.B.A. (HUMAN RESOURCES)  
BATCH 2021-23  
SEMESTER II**

<b>Subject Name</b>	<b>OPERATIONS MANAGEMENT</b>	<b>Subject Code</b>	MS5E-518
		<b>Total Credits</b>	<b>03</b>

**Subject Nature: CORE**

**Course Objective:**

- To bring the understanding of industrial and business operations, products and services.
- To develop logic and skills to apply suitable and better tools and techniques on operational decision making.
- To explore the scope and dimensions of operations management applications in major management functions and decisions.

**Learning Outcome:**

At the end of the course students should be able to;

- Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services.
- Integrate the business activities and scientific problem solving methodology.
- Set the unique way of doing job/task/work/activities with optimality in business.

**Examination scheme:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

**Course Contents**

<b>Unit-1 Introduction to Production and Operations Management</b>	1.1 Nature of Production / Operations Management 1.2 Production Function and its Environment 1.3 Functions of Production/Operations Manager 1.4 Organization of Production Function
<b>Unit-2 Facilities Planning</b>	2.1 Product Selection and Design, Service Design 2.2 Process Design 2.3 Location of Manufacturing / Service Facility Quantitative and Qualitative Models 2.4 Case Study
<b>Unit-3 Layout of Manufacturing/ service facility</b>	3.1 Product layout, process layout, fixed position and group layout 3.2 Layout design: Relationship based and Load Distance cost matrix 3.3 Materials handling concepts 3.4 Case Study
<b>Unit- 4 Resources Requirement Planning and Production Planning and Control</b>	4.1 Capacity Planning, Concept and Application of Learning Curve. 4.2 Aggregate Production Planning Chase strategy Level production, Mixed strategy 4.3, Materials Requirement Planning 4.4 Case Study
<b>Unit -5 Operations Scheduling</b>	5.1 Need and basis for scheduling 5.2 Scheduling Context: Scheduling rules, performance criteria 5.3 Assembly line balancing Batch Processing and Job shop - n-jobs on single machine, n jobs on Two/Three machines (Johnson's Rule) 5.4 2-jobs on m-machines (Graphical method – Aker's Algorithm)
<b>Unit-6 Total Quality Management</b>	6.1 Quality Control Function 6.2 Acceptance sampling Statistical Process Control 6.3 TQM 6.4 Case Study
	TOTAL CLASSROOM CONTACT SESSIONS

**Learning Resources:****Text Books:**

1. R Paneerselvam. "Production and Operations Management", New Delhi: Prentice Hall of India Publications, Latest Edition
2. S N Chary. "Cases and Problems in Production and Operations Management", New Delhi: Tata McGraw Hill Publications, Latest Edition.
3. Joseph G. Monks "Operations Management", New York : McGraw Hill Publications, Latest Edition

**Reference Books:**

1. James R. Evans, David R Anderson, Dennis J. Sweeney and Thomas A Williams, "Applied Production and Operations Management", New York: West Publishing Company, Latest Edition.
2. Elwood S. Buffa and Rakesh K. Sarin, "Modern Production, Operations Management", Singapore: John Wiley and Sons, Latest Edition.

<b>M.B.A. (HUMAN RESOURCE) BATCH 2021-23 SEMESTER II</b>			
<b>Subject Name</b>	<b>RESEARCH METHODOLOGY</b>	<b>Subject Code</b>	<b>MS5E-514</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Business Research.</li> <li>• The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
1.Help to get solutions to the problems in the corporate world through research.			
2.Develop research papers to understand the intricacies of research.			
3.Describe and attain some elementary level of data analysis applicable in research.			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>UNIT –I Introduction to Research Methods</b>	1.1 Role and objectives of business research 1.2 Types of research, 1.3 Research process: Overview 1.4 Problems encountered by researchers in India		
<b>Unit-2 Research Design</b>	2.1 Defining research problem, objectives and Hypothesis development, 2.2 Need for research design, 2.3 Features of a good research design 2.4 Different research designs and types of research design.(exploratory, descriptive, experimental and diagnostic research).		
<b>Unit-3 Sampling Theory and Design of Sample Survey</b>	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3 Types of Sampling, Sampling and Non-Sampling Errors.		



<b>Unit- 4 Measurement and Scaling Concepts</b>	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.
<b>Unit -5 Data Collection and Analysis</b>	5.1 Collection (Observation, interview, through schedules), Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis 5.3 Hypothesis testing: difference of means, ANOVA, Chi Square 5.3 Multivariate Analysis (Concepts only)
<b>Unit-6 Report Writing</b>	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report 6.7 Precautions in writing research reports.
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>
<b>Text Reading: Latest Editions</b> 1 William G. Zikmund, “ <b>Business Research Methods</b> ”, Orlando: Dryden Press. 2 C. William Emory and Cooper R. Donald, “ <b>Business Research Methods</b> ”, Boston, Irwin. 3 Fred N Kerlinger, “ <b>Foundations of Behavioural Research</b> ”, New Delhi: Surjeet Publications. 4 David Nachmias and Chava Nachmias, “ <b>Research Methods in the Social Sciences</b> ”, New York: St.Marlia’s Press. C. R. Kothari, “ <b>Research Methodology: Methods and techniques</b> ”, New Delhi: Vishwa Prakashan.	