ShriVaishnavVidyapeethVishwavidyalaya, Indore

Master of Technology in Digital Instrumentation

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL					
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	Th	T	P	CREDITS
MBA I 202	Research Methodology	60	20	20	0	0	3	1	0	4

Legends: L - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. The objective of the course is to equip the students with the concept and methods of Business Research.
2. To plan and design business research using scientific and statistical methods.

Course Outcomes

- Demonstrate understanding of research methodology.
- Apply the statistical concepts in business research.
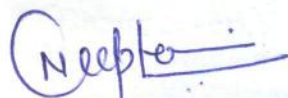- Validate statistical statements relating to business research.

COURSE CONTENT

Unit I: Business Research

1. An overview: Research process
2. Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research
3. Problem formulation, Management problem v/s. Research problem
4. Approaches to Research
5. Importance of literature review
6. Business Research Design: Steps involved in a research design

Unit II: Sampling and Data Collection

1. Sampling and sampling distribution: Meaning, Steps in Sampling process
2. Types of Sampling - Probability and Non probability Sampling Techniques
3. Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages
4. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

Unit III: Measurement and Scaling Techniques

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1. Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement
2. Attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale
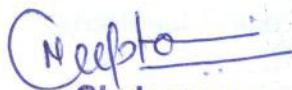
Unit IV: Statistical Tools for Data Analysis

1. Measures of central tendency - Mean, Median, Mode ,Quartiles, Deciles and Percentiles
2. Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness
3. Correlation - Karl Pearson's coefficient of Correlation, Rank Correlation
4. Regression: Method of Least Squares
5. Formulation of hypothesis
6. Testing of hypothesis
7. Type I and Type II Errors.
8. Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way classification.
9. Non parametric tests - Chi-Square test

Unit V: Report writing

1. Reporting Research
2. Types of reports
3. Characteristics of a research report

Suggested Readings

1. *Malhotra Naresh K. (2008). Marketing Research. Pearson publishers, Latest Edition.*
2. *Zikmund, Babin, Carr, Griffin (2003). Business Research Methods. Cengage Learning, India, Latest Edition.*
3. *Cooper Donald R and Schindler Pamela S. (2006). Business Research Methods. McGraw-Hill Education, Latest Edition.*
4. *Anderson, Sweeney, William, Cam (2014). Statistics for Business and Economics. Cengage Learning, Latest Edition.*
5. *Krishnaswami O. R., Ranganatham M. (2011). Methodology of Research in Social Sciences. Himalaya Publishing House, Latest Edition.*
6. *Levin and Rubin (2008). Statistics for Management. Dorling Kindersley Pvt Ltd, Latest Edition.*
7. *Sekaran Uma (2003). Research Methods for Business. Wiley India, Latest Edition.*
8. *Gupta S. P. (2014). Statistical Methods. Sultan Chand and Sons, Latest Edition.*
9. *Aczel and Sounderpandian (2008). Complete Business Statistics. Tata-McGraw Hill, Latest Edition.*
10. *Kothari C. R. (2004). Research Methodology. Vishwa Prakashan, Latest Edition.*

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		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	Th	T	P	CREDITS
MBAI301C	Human Values and Professional Ethics	60	20	20	0	0	3	1	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
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Course Objectives

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual , social and professional context

Course Outcomes

1. Help the learners to determine what action or life is best to do or live
2. Right conduct and good life
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

COURSE CONTENTS

UNIT - 1 HUMAN VALUE

Values,
Type of Values –competent, instrumental, terminal, extrinsic & intrinsic values; Hierarchy of values; Dysfunctionality of values. Basis of values: Philosophical, Psychological and socio-cultural

Unit 2 Theories and Models of Value Development

Theories of Value Development -Psycho-analytic Learning theory –social leaning Models of Value Development -Value Analysis, Inquiry, Social Action

UNIT 3 Professional Ethics

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Meaning, Objectives Sources of Ethics Ethics V/s Morals and Values Ethico-Moral Action Theories of Ethics Codes of Ethics
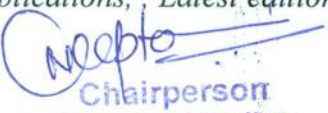
Unit 4 Human Behavior – Indian Thoughts,

Guna Theory Sanskara Theory Karma Theory, Nishkama Karma Yoga and Professionalism

UNIT 5 Globalization and Ethics

Impact of globalization on Indian corporate and social culture, Corporate Citizenship Environmental Protection Social Welfare and Community Development Activities

Suggested Readings

1. Beteille Andre (1991), Society and Politics in India, Athlone Press, , Latest edition
2. Chakraborty S. K. (1999), Values and Ethics for Organizations, oxford university press ,Latest edition
3. Fernando, A.C.(2009), Business Ethics - An Indian Perspective, Pearson Education, India, , Latest edition
4. Charles D. Fleddermann (2012), "Engineering Ethics", Pearson Education / Prentice Hall, New Jersey, (Indian Reprint) , , Latest edition
5. Boatright John R (2012), "Ethics and the Conduct of Business", Pearson Education, New Delhi, , Latest edition
6. Crane, Andrew and Matten Dirk (2015), Business ethics, Oxford University Press Inc., New York. ,Latest edition
7. Murthy, C.S.V.(2016), Business Ethics – Text and Cases, Himalaya Publishing House Pvt. Ltd., Latest Edition
8. Naagrajan,R.R (2016), Professional Ethics and Human Values, New Age International Publications, , Latest edition

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