

The BOS meeting of Centre of Management Studies held in the chamber of co-ordinator on 19.1.2016 at 11AM. The following were present.

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| 1. Dr. A.K. Daniel. | Chairman. | |
| 2. Prof Ashish Bajpai | External member | <i>[Signature]</i> |
| 3. Prof A.K. Gupta | -do- | <i>[Signature]</i> |
| 4. Mr. Gurumukh Singh | -do- | <i>[Signature]</i> |
| 5. Mr. Ashutosh Shukla. | -do- | <i>[Signature]</i> |
| 6. Mr. Sanjay Singh | Internal member | <i>[Signature]</i> |
| 7. Mrs. Bharti Shukla. | -do- | <i>[Signature]</i> |
| 8. Ms Ankita Tripathi | -do- | <i>[Signature]</i> |
| 9. Ms Namita Gupta | -do- | <i>[Signature]</i> |
| 10. Ms. Shweta Kabra. | -do- | <i>[Signature]</i> |
| 11. Mr. Yogesh Shukla. | -do- | <i>[Signature]</i> |
| 12. Mrs Nivedita Chaturvedi. | -do- | <i>[Signature]</i> |
| 13. Mohd Kashif | -do- | <i>[Signature]</i> |

The following discussions were taken.

- The coordinator welcome all the members of BOS.
- The Panel of Theory Examiner of Even Semester, session 2015-16 for MBA, MCA, M.Tech & B.Tech. programme were discussed and finalized
- The panel of practical Examiners for MBA programme was finalized
- Revision of syllabus of MBA 02 was discussed and finalized. The name of the subject was changed from 'Industrial Economics and Management' to 'Engineering & Managerial Economics.'

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Revised Syllabus

REVISED SYLLABUS

RESEARCH METHODOLOGY MBA-109

4 Credits (3-1-0)

UNIT I

Introduction to Research – Concept, Definition, Scope, Significance, Limitations, Obstacles in acceptance Ethics in research, Types of Research, Review of Literature, Research process, Research Design Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis

UNIT II

Qualitative research techniques – (a) Based on questioning: Focus groups, Depth interviews, Projective techniques. (b) Based on observations: Case study method, Ethnography, Grounded theory, Participant observation, Causal research – Basic experimental designs – Internal and External validity of Experiments, Quantitative research: Concept and Limitations, Parametric and Non-Parametric Test, Formulation of Hypothesis statement – Characteristics of a good hypothesis, Drafting of the research proposal. Various sources of data Collection – Sources of Primary data & Secondary data.

UNIT III

Primary data – Questionnaire design - Administration and analysis considerations in design - Attitude measurement – scaling techniques. Observation method of primary data collection, Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency. Secondary data – internal and external sources, Sampling – sampling methods – sampling and non sampling errors – sample size calculation – population and sample size - large and small samples - practical considerations in determining sample size.

UNIT IV

Quantitative Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis, Simple and cross tabulation, simple and multiple regression, Factor analysis, Introduction to Bayesian Decision Theory and Fuzzy Logic.

Hypothesis testing – Types of tests and test selection, T-test: One sample test, Two-Independent Sample tests, and Two-related sample tests. Chi-square test, tests for large and small samples, Z-test: Concept and Application, Report writing – forms of report – fundamentals of a good report, Introduction to MATLAB, SPSS.

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Michal
4. Research Design and Methods – Kenneth S. Bordens
5. Business Research Methods – Donald R. Koope
6. Research Methodology- R. Pannarselvam

Handwritten signatures and initials are present below the references, including names like Anurita, Anshu, and Mohd. Parshy.