



NARASARAOPETA
ENGINEERING COLLEGE

(AUTONOMOUS)

3.4.1 (1)

**Inclusion of research ethics in the
research methodology course
work**

II MBA - III SEMESTER

S.No	Subject	L	T	P	Internal Marks	External Marks	Total Marks	Credits
1	Corporate Laws	3	1	-	40	60	100	3
2	Strategic Management	3	1	-	40	60	100	3
3	Business Research Methodology	3	1	-	40	60	100	3
4	Elective –I	3	1	-	40	60	100	3
5	Elective –II	3	1	-	40	60	100	3
6	Elective –III	3	1	-	40	60	100	3
7	Elective –IV	3	1	-	40	60	100	3
8	Quantitative Aptitude & Reasoning-II (MC)	2	-	-	-	-	-	-
9	Sports (MC)	-	-	2	-	-	-	-
TOTAL		23	7	2	280	420	700	21

II MBA - IV SEMESTER

S.No	Subject	L	T	P	Internal Marks	External Marks	Total Marks	Credits
1	Cost & Management Accounting	3	1	-	40	60	100	3
2	Entrepreneurship Development	3	1	-	40	60	100	3
3	Business Ethics and Values	3	1	-	40	60	100	3
4	Elective –V	3	1	-	40	60	100	3
5	Elective –VI	3	1	-	40	60	100	3
6	Elective –VII	3	1	-	40	60	100	3
7	Elective –VIII	3	1	-	40	60	100	3
8	Comprehensive Viva-Voce	-	-	-	100	-	-	4
9	Major Project	-	-	-	-	-	-	4
10	NSS (MC)	-	-	2	-	-	-	-
11	Advanced Communication Skills (MC)	2	-	-	-	-	-	-
TOTAL		23	7	2	380	420	700	29



II MBA - I SEM	L	T	P	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS	Credits
	3	1	0	40	60	100	3
BUSINESS RESEARCH METHODOLOGY							

COURSE OUTCOMES: The student is able to

CO1: Explain fundamentals of Business research methodology and its significance.

CO2: Define and Develop research problem.

CO3: Understand sample and census survey and measuring techniques.

CO4: Design data collection techniques.

CO5: Develop data processing procedures and apply tools.

CO6: Draft thesis/report writing.

SYLLABUS:**UNIT-I: INTRODUCTION TO RESEARCH**

Meaning, purpose, Characteristics, motivation in research, Research approaches, types, Research methods and methodology, Research process, Defining research problem, research design, evaluative criteria for good research design.

UNIT-II: SAMPLING DESIGN

Census and sample survey, characteristics, Types of sample design, Random and non-random sampling, errors in sampling, advantages and limitations of sampling

UNIT-III: MEASUREMENT AND SCALING TECHNIQUES

Measurement in research, scales, Techniques of developing measurement tools, scale classification, Likert's scale, semantic scale, Thurstone Scale, Interval Scale and multi-dimensional scaling.

UNIT-IV: DATA COLLECTION-METHODS

collection of primary data, observation method, Interview method, collection of data through Questionnaire and schedules- Collection of secondary data- selection of appropriate method for Data collection-Guidelines for developing Questionnaire, successful interviews, Reliability and Validation of data.

UNIT-V: PROCESSING AND ANALYSIS OF DATA

Editing, Coding, classification, Tabulation of data; and data validation- methods of data presentation- types of data analysis: Quantitative and Qualitative – Statistics in Research; Descriptive and inferential Statistics-Descriptive statistics: measures in central tendency, Dispersion, Asymmetry, and Cross-tabulations, Limited problems on testing of hypotheses like parametric and non-parametric t-test, z-test, Anova, Sign test.

UNIT-VI: RESEARCH REPORT WRITING

Purpose, Types, Steps, Format of research report, Criteria of good research report, Pre-writing considerations-Final presentations of the Research Report-Idea of referencing, Bibliography, Footnotes and end notes, Formats of publications in Research journals.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

TEXT BOOKS:

1. Business Research Methods, William G. Zikmund; Cengage publications, 2006.
2. Research methodology Methods & Techniques, C.R. Kothari; 2/e, New Age international, 2004.

REFERENCES:

1. Business Research Methodology, J.K. Sachdeva; Himalaya, 2009.
2. An introduction to statistical Methods, C.B.Gupta & Vijay Gupta; Vikas, 2009.




Principal
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NARASARAOPET - 522 601,
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R19 MBA
COURSE STRUCTURE

I MBA- I SEMESTER

S.No	Course Code	Subject	L	T	P	Internal Marks	External Marks	Total Marks	Credits
1	19MBA1TH01	Management Theory & Organizational Behaviour	4	0	-	40	60	100	4
2	19MBA1TH02	Economics for Managers	4	0	-	40	60	100	4
3	19MBA1TH03	Accounting for Managers	4	0	-	40	60	100	4
4	19MBA1TH04	Managerial Communication & Soft Skills	4	0	-	40	60	100	4
5	19MBA1TH05	Business Environment	4	0	-	40	60	100	4
6	19MBA1TH06	Quantitative Analysis for Business Decisions	4	0	-	40	60	100	4
7	19MBA1LB01	IT for Managers-I	-	-	4	40	60	100	2
TOTAL			24	0	4	280	420	700	26

I MBA- II SEMESTER

S.No	Course Code	Subject	L	T	P	Internal Marks	External Marks	Total Marks	Credits
1	19MBA2TH01	Financial Management	4	0	-	40	60	100	4
2	19MBA2TH02	Human Resource Management	4	0	-	40	60	100	4
3	19MBA2TH03	Marketing Management	4	0	-	40	60	100	4
4	19MBA2TH04	Production and Operations Management	4	0	-	40	60	100	4
5	19MBA2TH05	Business Research Methodology	4	0	-	40	60	100	4
6	19MBA2TH06	Business Law	4	0	-	40	60	100	4
7	19MBA2LB01	IT for Managers-II	-	-	4	40	60	100	2
8	19MBA2MP01	Mini Project	-	-	-	100	-	100	2
TOTAL			24	0	4	380	420	850	28



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I MBA-II-SEMESTER	L	T	P	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS	CREDITS
Code: 19MBA2TH05	4	0	0	40	60	100	4
BUSINESS RESEARCH METHODOLOGY							

COURSE OUTCOMES: The student is able to

- CO1: Adapt the fundamentals of Business research methodology. [K6]
- CO2: Identify research problem. [K3]
- CO3: Apply sample and census survey and measuring techniques. [K6]
- CO4: Design data collection techniques. [K6]
- CO5: Develop data processing procedures and apply tools. [K6]
- CO6: Draft thesis/report writing. [K2]

SYLLABUS:

UNIT-I: INTRODUCTION TO RESEARCH

Introduction, Meaning, Definition, purpose, motivation in research, types of research, Research process, Technique involved in Defining research problem, Important concepts relating to research design.

UNIT-II: SAMPLING DESIGN

Meaning and Definition of sample, Steps in sample design, Types of sample design (Probabilistic and Non-probabilistic sampling), errors in sampling, advantages and limitations of sampling.

UNIT-III: DATA COLLECTION-METHODS

collection of primary data, observation method, Interview method, collection of data through Questionnaire and schedules- Collection of secondary data- selection of appropriate method for Data collection-Guidelines for developing Questionnaire, successful interviews.

UNIT-IV: MEASUREMENT AND SCALING TECHNIQUES

Measurement in research, scales, Techniques of developing measurement tools, scale classification, Likert's scale, semantic scale, Thurston Scale, Interval Scale and multi-dimensional scaling.

UNIT-V: PROCESSING AND ANALYSIS OF DATA

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UNIT-VI: RESEARCH REPORT WRITING

Meaning of report, Types, Steps, Format of research report, Criteria of good research report, Pre-writing considerations-Final presentations of the Research Report-Idea of referencing, Bibliography, Footnotes and end notes, formats of publications in Research journals.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.




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1. Business Research Methods, William G. Zikmund; Cengage publications, 2006.
2. Research methodology Methods & Techniques, C.R. Kothari; 2/e, New Age international, 2004.
3. N.D.Vohra: —*Quantitative Techniques in Management*l, Tata- McGraw Hill Private Limited, New Delhi, 2011.
4. D P Apte: —*Operation Research and Quantitative Techniques*l, 12. Excel Publication, New Delhi, 2013.

REFERENCE BOOKS:

1. Business Research Methodology, J.K. Sachdeva; Himalaya, 2009.
2. An introduction to statistical Methods, C.B.Gupta & Vijay Gupta; Vikas, 2009.
3. Anand Sharma: —**Quantitative Techniques for Business decision 10. Making**l, Himalaya Publishers, New Delhi, 2012.
4. Donald R Cooper and Pamela S Schindler, **Research Methods**, 9th edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 2009.




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