

**DEPARTMENT OF MANAGEMENT STUDIES**  
**BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA, KHANPUR KALAN**

S. No.	Paper Code	Paper Title	Hours per Week			Total Credits per Week	Max Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
1	PHM-2101	Research Methodology	4	0	1	5 Credits	20	80 (External Theory Marks)	100
2	PHM-2103	Quantitative Techniques Using R/R– Studio	4	0	1	5 Credits	20	80 (External Practical Marks)	100
3	PHM-2105	Essentials of Dissertation Writing	4	0	1	5 Credits	20	80 (External Theory Marks)	100
4	PHM-2107	Minor Research Project *	--	--	--	5 Credits	20	80 (External Viva Voce)	100
<b>Total Contact Hours/Credits</b>			12	0	3	20 Credits			400

**RESEARCH METHODOLOGY**

**Paper Code: PHM-2101**

External Theory Marks: 80

Total Credits : 5

Internal Marks : 20

**Instructions for External Theory Paper Setter/ Examiner :**

The question paper will have two sections. Section A will comprise of 7 small answer type questions of 4 marks each out of which a student will have to attempt 5 questions. Section B will contain 8 questions of 15 marks each (2 questions from each unit). The students will be required to attempt 4 questions (1 question from each unit).

**Course Objectives:** The course aims to equip the research scholars with the knowledge and skills involved in the business research such as research process, research problem, data collection and qualitative research.

**Course Input :**

**Unit - I**

Research : Meaning, Role, Types and constraints in research; Concepts of Data, information and intelligence; Characteristics of valuable information; Meaning of theory and theory development; Role of concepts, propositions, variables and hypotheses in theory building;

Research Design : Definition, Classification; Exploratory, Conclusive, Causal, Descriptive Research - Concept, Uses, Types and Methods, Relationships Among Exploratory, Descriptive and Causal Research Cross-Sectional, Longitudinal Designs, Designs – Pre, Post, Quasi; Statistical Designs; Potential Sources of Error in Research Designs

**Unit - II**

Research problem : identification, objectives and hypotheses; Data : Primary, Secondary Data; Classification, Sources, Criteria for Evaluating Secondary Data, Application ; Causality : Concept, Conditions; Validity in Experimentation; Variables : Concept and Types

**Unit - III**

Measurement and Scaling : Scales Characteristics, Primary Scales of Measurement, Comparison of Scaling Techniques; Non-comparative Scaling Techniques, Scale Evaluation, Choosing a Scaling Technique, Derived Scales; Questionnaire : Need, Design Process, Types, Components to Remember, Layout, Pretesting; Sampling – Need, Sampling Design Process, Classification, Sample Size Determination,

**Unit - V**

Qualitative Research : Qualitative Versus Quantitative Research, Rationale for Using Qualitative Research Procedures, Classification of Qualitative Research Procedures, Focus Group (FG) Interviews, Depth Interviews, Projective Techniques, Analysis of Qualitative Data; Ethical issues in research; Latest updates in research

**Suggested Readings:**

1 Marketing Research, Naresh K. Malhotra, Person Education

**QUANTITATIVE TECHNIQUES USING R/R– STUDIO**

**Paper Code: PHM-2103**

External Practical Marks: 80

Total Credits : 5

Internal Marks : 20

**Instructions for External Practical Examiner :**

The practical examination will be conducted by a board of two examiners i.e. one External and one Internal. The assessment shall be done on the basis of viva voce and Live Research Assignment etc. The external and internal examiners shall be appointed by the chairperson.

**Course Objectives:** The course aims to equip the research scholars skilled to apply latest statistical software's especially open sources in decision making.

**Course Input :**

**Unit - I**

Open Source Software's : History, Utility and Types; R/R-Studio : History, Pre-requisites; Packages – Concept, Types & Utility; Data Preparation – Coding, Editing, Transcribing, Data Cleaning, Import and export data file; Frequency Distribution, Cross Tab, Normalization, Descriptive statistics, Univariate Analysis, Homogeneity of Variance, Plots

**Unit - II**

Bivariate – Analysis, Hypothesis Testing - Parametric Tests : One Sample, Two Independent Samples; Paired Samples, One Way Anova; Non-parametric Tests : One Sample, Two Independent Samples, Paired Samples

**Unit - III**

Correlation : Concept, Types, Methods and Utility; Regression : Bivariate Regression, Multiple Regression, Statistics Associated with Multiple Regression, Multicollinearity, Relative Importance of Predictors; Cross Validation, Regression with Dummy Variables; Analysis of Variance and Covariance with Regression

**Unit - IV**

Factor Analysis – Concept, Types, Methods, Utilities and Procedure; Reliability Analysis; Cluster Analysis - Concept, Types, Methods, utilities and Procedure; Multidimensional Scaling - Concept, Types, Methods, utilities and Procedure;

**Suggested Readings:**

- R for Everyone: Advanced Analytics and Graphics, Lander, Pearson
- R for Data Science ,Hands-on Programming with R, by Garrett Grolemond
- Hands-On Programming with R: Write Your Own Functions and Simulations2014 by Garrett Grolemond

**ESSENTIALS OF DISSERTATION WRITING**

**Paper Code: PHM-2105**

External Theory Marks: 80

Total Credits : 5

Internal Marks : 20

**Instructions for External Theory Paper Setter/ Examiner :**

The question paper will have two sections. Section A will comprise of 7 small answer type questions of 4 marks each out of which a student will have to attempt 5 questions. Section B will contain 8 questions of 15 marks each (2 questions from each unit). The students will be required to attempt 4 questions (1 question from each unit).

**Course Objective:**

The purpose of this paper is to make student learn about write about how to write a dissertation in a presenting manner.

**Course Input :**

**Unit-I**

Difference between dissertation, thesis, research project, research paper, review paper, Synopsis, abstract, hypothesis, annotated bibliography, review, review article, citation, peer review, refereed publication, catalogue, archives, call number, corporate author, database, blog, listserv, boolean operators, full-text search, wiki, etc.

**Unit-II**

Documentation: Socio-Legal Issues: Originality, Integrity, Plagiarism, Format: Citation format for print and non-print sources APA style, MLA style, Chicago Style Manual, Style Format: Spelling, Punctuation, Italics, Abbreviations, Mechanics of Writing/ Presentation: Paper margin, spacing, heading and title, page numbers, correction and insertion, electronic submission, How to make Power-point Presentation

**Unit-III**

Report Writing: significance of report writing, steps of report writing, Interpretation of Data title page, table of contents, headings and sub-headings, footnotes, tables and figures, appendix, bibliography etc. Plagiarism checking Editing, Formats of publication in research journal.

**Unit- IV**

Thesis writing and report generation: writing research abstract, Introduction, review of literature. Result, Conclusion, Concept of Bibliography, Types of Research reports.

**Suggested Readings:**

1. Lerary, Zina O' (2005) "The Essential Guide to Doing Research", Vistaar Publications, New Delhi.
2. Gibaldi Joseph (2004) "MLA Handbook for Writers of Research Papers", Sixth Edition, East West Press Pvt. Ltd., New Delhi.
3. Hart Chris (1998) "Doing a Literature Review", SAGE Publications, New Delhi.
4. Walliman Nicholas (2003) "Your research project", SAGE Publications, New Delhi.

5. Thomas R. Murray (2003) “Blending Quantitative & Quantitative Research Methods in Theses and Dissertations” Corwin Press, Inc. Thousand Oaks, California.
6. Punch Keith F (2000) “Developing Effective Research Proposals, SAGE Publications, New Delhi.
7. Giboldi, Joseph (2004), MLA Handbook for Writers of Research Papers, Sixth Edition, East West Press, New Delhi.
8. Glatthorn Allan A. (1998) “Writing the Winning Dissertation – A Step-by-Step Guide, Corwin Press, Inc. Thousand Oaks, California.
9. Rudestam Kjell Erik, Rae R. Newton (2001) “Surviving Your Dissertation” 2<sup>nd</sup> Edition. SAGE Publications, New Delhi.
10. Estelle M. Philips D.S. Pugh (1987) “A Handbook for students and their Supervisors”. UBS Publishers’ Distributors Ltd., New Delhi.

## **Guidelines for Minor Research Project\***

**Paper Code: PHM-2107**

External Viva Voce Marks: 80

Total Credits : 5

Internal Marks : 20

Students will have to complete a Research Project during their Pre- Ph.D. course work under the supervision of the research supervisor allotted by DRC. The topic of which will be assigned by the research supervisor. The student will be required to complete the Minor Research Project work and submit the report one month before the commencement of the final examinations. Along with it they are required to make a presentation before a committee for evaluation duly constituted by the Chairperson, Department of Management Studies consisting of two outside experts and internal teachers of the Department and the research supervisor. The outside examiner shall be nominated by the Chairperson. The last date for receipt of COE will be one week before the commencement of semester examination.