Research Project & Viva Voce

The objective of this course is:

- To meet the challenge of the fast pace decision making environment,
- Provide the knowledge and skills a manager needs to solve the problems.
- The course is designed to prepare the students to manage business, not-for-profit, and public organization in all functional areas.
- Guide students how to do research and how to write articles.

CONTENTS

- ➢ Role of business research
- ➢ Basic research and applied research
- ➢ Managerial value of research
- ➢ Types of business research
- ➢ Decision alternatives in research process
- ➢ Influences of uncertainty on type of research
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- ➢ Scientific investigation
- ➢ Concepts and nature of proposition
- - Problem discovery and definition
- - Planning research design
- - Sampling
- ➢ The research process
- - Data collection
- - Data processing and analysis
- - Conclusion and report presentation
- ➢ Attributes of good research topic
- ➢ Importance of problem definition
- ➢ The research proposal
- ➢ Need for a clearer research strategy
- ➢ Multi- method approaches

Weekly Plan

Sr. No	Course Schedule	Weeks
01	•Basic research and applied research • Managerial value of research • Types of business research •Decision alternatives in research process • Influences of uncertainty on type of research • Decision alternatives in research process • Influences of uncertainty on type of research	1 - 2 Week
02	•Scientific investigation • Concepts and nature of proposition - Problem discovery and definition - Planning research design - Sampling • The research process - Data collection - Data processing and analysis - Conclusion and report presentation	3 - 4 Week
03	• Attributes of good research topic • Importance of problem definition • The research proposal •Need for a clearer research strategy • Multi- method approaches	5 - 6 Week
04	Presentations + Assignments Mid-Term Exams	7 - 8 Week
05	Presentations + Research Articles Discussions Discuss individually students research projects	9 - 10 Week
06	Working on Research Projects Answering the students queries + Analysis	11 - 12 Week
07	Working on Research Projects Answering the students queries + Analysis Interpretation of results	13 – 14 Week
08	Review of final draft of research projects Presentation of research projects	15 – 16 Week