



Vidya Jyothi Institute of Technology (Autonomous)

(Accredited by NBA, Approved By A.I.C.T.E., New Delhi, Permanently Affiliated to JNTU, Hyderabad)

(Aziz Nagar, C.B.Post, Hyderabad -500060)

MASTER OF BUSINESS ADMINISTRATION (MBA) R19 COURSE STRUCTURE AND SYLLABUS

I Year-I Semester

Course Code	Course Title	Int. marks	Ext. Marks	L	T	P	C
191ECS1101	Management & Organizational Behavior	30	70	4	0	0	4
191ECS1102	Business Economics	30	70	4	0	0	4
191ECS1103	Financial Accounting & Analysis	30	70	4	0	0	4
191ECS1104	Statistics For Management	30	70	4	0	0	4
191ECS1105	Business Law & Business Environment	30	70	4	0	0	4
191ECS1106	Indian Ethos & Values	30	70	4	0	0	4
191ELB1101	Business Communication – Lab	30	70	0	0	3	2
191ESM1101	Seminar (company analysis)	50	-	0	0	2	1
TOTAL		260	490	24	0	5	27

I Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
191ECS1201	Human Resource Management	30	70	4	0	0	4
191ECS1202	Marketing Management	30	70	4	0	0	4
191ECS1203	Corporate Finance	30	70	4	0	0	4
191ECS1204	MIS & ERP	30	70	4	0	0	4
191ECS1205	Quantitative Analysis & Business Decisions	30	70	4	0	0	4
191ECS1206	Entrepreneurship	30	70	4	0	0	4
191ELB1201	Statistical data analysis Lab	30	70	2		2	2
191ESM1201	Seminar (INDUSTRY analysis)	50	-	0	0	2	1
TOTAL		260	490	26	0	6	27

II Year-I Semester

Course Code	Course Title	Intl marks	Ext Marks	L	T	P	C
191ECS2101	Production & Operations Management	30	70	4	0	0	4
191ECS2102	Business Research methodology	30	70	4	0	0	4
OE-1	Open Elective -I	30	70	4	0	0	4
PE-1	Professional Elective – I	30	70	4	0	0	3
PE-2	Professional Elective – II	30	70	4	0	0	3
PE-3	Professional Elective – III	30	70	4	0	0	3
191ESM2101	*Summer internship (FIELD WORK)	100	-	0	0	2	2
TOTAL		280	420	24	0	2	23

*Summer Internship: Students have to undergo Internship during Summer Vacation.

PRINCIPAL

Vidya Jyothi Institute of Technology
Himayatnagar (Vill), C.B. Post.,
Hyderabad-75.

BUSINESS RESEARCH METHODOLOGY

(Students must read text book. Faculty are free to choose any other cases)

Course Aim: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

Learning Outcome: Students will be able to apply the principles of research methodology for the research design for the various mini and major projects of the MBA programme. They will be able to analyse the data statistically.

Unit-I:

Research Methodology: Overview of Research methodology-Research problems, Types of Research

,Research process-Ethics in business research-limitations of social science research. observation studies and research.

Unit-II:

Design of Business research- Research design an overview : Qualitative research Vs Quantitative Research ,Types of research design, Validity of research design , Types of designs

Unit-III:

Data Collection Methods & Tools

Primary Data, Secondary Data, designing questionnaire and Schedule of questions, Relevant cases and exercises
Sampling methods: Random, Non-Random Techniques, Tabulation, interpretation and analysis of data

Unit-IV:

Measurement of scaling Techniques- Introduction objectives Qualitative research Vs Quantitative measures, classification /types of measures characteristics/goodness of instruments/measurement of scales. Errors in measurement. Types of scales /Techniques comparative and non-comparative scaling techniques guidelines for deciding scales.


Unit-V:

Report writing & Bibliography:

Introduction , Objectives , format of a report , classification of the sectors of the report, PowerPoint presentations of the reports, Synopsis Vs main report, Footnotes, Importance of hypotheses and objectives in report writing ,Types of reports ,Report format , cover page, preliminary pages, main body , appendices and bibliography , Importance of Excel and SPSS in report writing.

REFERENCES:

- Krishna Swamy,Sivakumar,Mathirajan-Management Research Methodology,Pearson,2014
- R.Pannerselvam -Research Methodology-, PHI, 2014
- T N Srivatsava, shailaja rego -Business research Methods-TMH,2014
- Business research Methods -Donald R cooper, Pamela S Schindler
- William .G. Zikmund- Business Research Methods_Thomson
- Business Research Methods-SL Gupta , Hitesh Gupta


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