

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
UNDER UNIVERSITY OF CALCUTTA**

POSTGRADUATE & RESEARCH DEPARTMENT OF

COMMERCE (M. COM)

CURRICULUM- 2022

SEMESTER I

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Organizational Behaviour	MCOM2211C	50	3
2	Strategic Human Resource Management	MCOM2212C	50	3
3	Economics for Managers-I	MCOM2213C	50	3
4	Statistics for Business Decisions-I	MCOM2214C	50	3
5	Strategic Marketing Management	MCOM2215C	50	3
6	Strategic Financial Management	MCOM2216C	50	3
7	Principle and Practice of Taxation	MCOM2217C	50	3
8	IT for Business	MCOM2218C	50	3
	TOTAL		400	24

SEMESTER II

Sl. No	Subjects		Total Marks	Credit Points
1	Ethics, Value and Governance	MCOM2221C	50	3
2	Business Regulatory Framework	MCOM2222C	50	3
3	Economics for Managers -II	MCOM2223C	50	3
4	Statistics for Business Decisions-II	MCOM2224C	50	3
5	Strategic Management	MCOM2225C	50	3
6	Quantitative Techniques in Business	MCOM2226C	50	3
7	International Business	MCOM2227C	50	3
8	Advanced Analytical Tools for Research	MCOM2228C	50	3
	TOTAL		400	24

SEMESTER III (ACCOUNTING & FINANCE)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Corporate Accounting and Reporting	MCOM2231F	50	3
2	Financial Statement Analysis	MCOM2232F	50	3
3	Auditing and Assurance	MCOM2233F	50	3
4	Financial Institutions and Markets	MCOM2234F	50	3
5	Taxation for Business Managers (Direct Tax)	MCOM2235F	50	3
6	Research Methodology (Theory)	MCOM2236C	50	3
7	Research Methodology (Practical)	MCOM2237C	50	3
8	Strategic Cost & Management Accounting	MCOM2238C	50	3
	TOTAL		400	24

SEMESTER III (MARKETING)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Sales Management	MOCM2231M	50	3
2	Distribution and Supply Chain Management	MCOM2232M	50	3
3	Integrated Marketing Communication	MCOM2233M	50	3
4	Consumer Behaviour	MCOM2234M	50	3
5	Marketing Research	MCOM2235M	50	3
6	Research Methodology (Theory)	MCOM2236C	50	3
7	Research Methodology (Practical)	MCOM2237C	50	3
8	Strategic Cost & Management Accounting	MCOM2238C	50	3
	TOTAL		400	24

SEMESTER IV (ACCOUNTING & FINANCE)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	International Finance	MCOM2241F	50	3
2	Derivative & Risk Management	MCOM2242F	50	3
3	Security Analysis	MCOM2243F	50	3
4	Portfolio and Investment Management	MCOM2244F	50	3
5	Taxation for Business Managers (Indirect Tax)	MCOM2245F	50	3
6	Dissertation including Viva- voce	MCOM2246C	150	9
	TOTAL		400	24

SEMESTER IV (MARKETING)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Rural and Agricultural Marketing	MCOM2241M	50	3
2	International Marketing	MCOM2242M	50	3
3	Strategic Brand Management	MCOM2243M	50	3
4	Marketing of Services	MCOM2244M	50	3
5	Retail Management	MCOM2245M	50	3
6	Dissertation including Viva- voce	MCOM2246C	150	9
	TOTAL		400	24

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
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SYLLABUS 2022

MCOM SEMESTER – II

**PAPER 1: ETHICS, VALUE & GOVERNANCE (50 Marks)
PAPER CODE: MCOM2221C**

COURSE DESCRIPTION

Ethics, Values & Governance is designed to provide students' a holistic understanding and knowledge about business ethics applicability, Corporate Governance mechanism and emerging issue like sustainability.

COURSE OBJECTIVES

The course is designed to cover the fundamentals of Business ethics and corporate governance. The objectives of this course are:

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn the values and implement in their careers to become a good manager.
3. To develop various corporate social Responsibilities and practise in their professional life
4. To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: Students will be able to understand the business ethics.

CO2: The student will be able to analyse corporate social Responsibility.

CO3: The student will be able to analyse various ethical codes in corporate governance.

CO4: Student will be able to analyse the employees' conditions and business ethics.

COURSE CONTENTS

Unit-1: Business Ethics: Concept, Nature, and Scope; Need and Importance, Ethical theories and approaches – The Teleological approach and the Deontological approach. Universalism vs. Ethical relativism, Utilitarianism, Ethical principles in business, Ethical Leadership.

Unit-2: Ethical Decisions: Ethical decision making, Ethical Decision-making, Ethical Dilemmas in Organization, Ethical competency, Conflict of interest.

Unit-3: Values: Concept & Relevance in Business, Types of values, Values & ethical behaviour, Professional values.

Unit-4: Ethical Issues in the Functional Areas: Marketing, Finance, Human Resource and Information Technology.

Unit-5: Corporate Social Responsibility (CSR): Concept, Corporations and their social responsibilities, Carroll's Pyramid of Corporate Social Responsibility, CSR and strategy, Shareholder theory of the firm, Regulatory mandates for CSR, Meaning and Scope of Sustainability, Triple Bottom Line (TBL).

Unit-6: Corporate Governance: Concept, Definition, Corporations and their characteristics, Global Corporate Governance Practices:

- Anglo-American Model
- German Model
- Japanese Model
- Corporate Governance Issues in Indian Family-Based Businesses.

Unit-7: Codes and Regulatory framework of Corporate Governance: Various Committee Reports - Global and Indian – Basic features and emphasis areas, Ethical governance.

Unit-8: Corporate Misconduct & Mis-governance:

- Reasons for Corporate Misconduct
- Whistle blower policy for protecting Corporate Governance

SUGGESTED READINGS

1. Business Ethics and Corporate Governance: A C Fernando (Pearson Education India)
2. Corporate Governance and Stewardship: N Balasubramanian (Tata McGrawHill).
3. The Essential Book of Corporate Governance: G. N. Bajpai (SAGE Publication)
4. Ethics and Corporate Governance: Prof Rajinder Kaur and Prof Rashmi Aggarwal (Thomson Reuters)
5. Corporate Governance: Principles and Practices: Sandeep Goel (McGraw-Hill)

PAPER 2: BUSINESS REGULATORY FRAMEWORK (50 Marks)

PAPER CODE: MCOM2222C

COURSE DESCRIPTION

The paper deals in detailed knowledge about the regulatory framework of our country. It aims at providing knowledge of the Corporate Laws, Commercial Laws as well as Intellectual Property Laws as applicable in India and the framework within which business houses are expected to function.

COURSE OBJECTIVES

The course is designed to cover the advanced analytical tools for research. The objectives of this course are:

1. To help students understand the concept of the Corporate Laws, Commercial Laws as well as Intellectual Property Laws as applicable in India.
2. To know about the applications of those laws.

COURSE OUTCOMES

On successful completion of the course the learner will be able to-

CO1: Learn the basic definitions and basic concepts of Companies law; regulatory provisions; incorporation requirements and papers which will be relevant during the process of entering into commercial markets.

CO2: Understand the fundamentals of legal aspects of Companies; corporate behaviour; corporate governance and regulatory provisions making them aware of the basic requirements of market and corporate world. Gain the knowledge of legal intricacies, basic principles of equity, natural justice and conscience and shall have the scope of deliberations in the class to understand the logic of application and implementation.

CO3: Apply to research and read through cases to make them aware of the recent updates in the field of law through legislative changes and judicial pronouncements.

CO4: Analyse the theory and the application of the law in practical aspects of the legal theory by understanding the difference in the laws and the principles or areas of specific application of the provisions.

COURSE CONTENTS

Unit–1: Corporate Laws

- a) **Corporate governance under the Companies Act 2013**
(With reference to directors, auditors and shareholders)
- b) **Insolvency And Bankruptcy Code 2016-** object and reason of the Act, corporate insolvency resolution process with reference to FastTrack process and voluntary liquidation, adjudicating authority for corporate persons, Insolvency and Bankruptcy Board of India , insolvency professional agencies, insolvency professionals.

Unit–2: Commercial Laws

- a) **Consumer Protection Act 2019-** object of the legislation, definitions, doctrine of ‘caveat venditor’, redressal agencies, filing of complaints and procedure thereof, orders that may be passed, appeal and enforcement of the orders.
- b) **Limited Liability Partnership Act 2008-** nature of the firm, administration, doctrine of holding out, designated partners, rights and liabilities of the partners, procedure of registration.
- c) **Competition Act 2002-** purpose and object of the Act, anti-competitive agreements, prohibition of dominant position, regulation of combination, Competition Commission of India, powers, duties, functions, orders passed, appeal and penalties

Unit–3: Intellectual Property Laws

- a) **Trademark** –definition, registration, license and infringements
- b) **Patent-** definition, rights and obligations of the patentee, procedure for obtaining the patent, transfer and infringements
- c) **Copyright** – definition, subject matter, rights conferred by copyright, license and infringements

SUGGESTED READINGS:

1. A Ramaiya “Guide To The Companies Act “ lexis Nexis 2021
2. Rinita Das, Company Law, Eastern Book Company
3. Sumendra Malik and Sudeep Malik, “Supreme court On Consumer Protection” (1986-Till Date) EBC
4. Taxmanns Insolvency and Bankruptcy Law Manual With IBC Law Guide
5. Neha Vyas. “Competition Law” EBC
6. CA Promd Jain, “Limited Liability Partnership A Comprehensive Resource Book” Corporate Law Advisor
7. Cornish, Ilewelyn and pain. “Intellectual property: patents, copyright, trade mark and allied matters” Eastern Book Company
8. Supreme Court Cases
9. Bare Acts with rule

PAPER 3: ECONOMICS FOR MANAGERS - II

PAPER CODE: MCOM2223C

COURSE DESCRIPTION

This course introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of macroeconomics; aggregate supply and demand; economic measures, fluctuations, and growth; money and banking and inflation; stabilization techniques; and international trade.

COURSE OBJECTIVES

The objective of this course is to develop and enhance the ability to apply the concepts, tools and techniques of macroeconomics in analysing and interpreting business decisions.

COURSE OUTCOMES

On successful completion of the course the learner will be able to:

CO1 Understand the macro foundations of economic policies.

CO2 Understand the types of economic shocks and its effects in short and run growth potentials.

CO3 Analyze the economic fluctuations and business cycles.

CO4 Framing of stabilization policies to ensure stability in growth parameters.

CO5 Analyze real-world business problems in the macroeconomic perspective (specifically, growth position of an economy) with a systematic theoretical macro framework.

COURSE CONTENT

Unit -1: Macroeconomic Fundamentals: Concepts of GDP, NI, GDP deflator and price index - distinction between real and nominal GDP with reference to price indexes –Income-expenditure and saving – Investment identity in a closed and open economy – Income – expenditure modes of economic fluctuations.

Unit – 2: IS–LM model of economic fluctuations: Output market equilibrium and the IS curve – Shifts of the IS curve – Money market equilibrium and the LM curve – Shifts of the LM curve - monetary targeting and interest rate targeting, fiscal instruments and policy in the IS-LM model, expectation Augmented IS-LM model- IS-LM equilibrium with reference to full employment output – Analysis of business cycles in the fixed price IS-LM model – Countercyclical fiscal and monetary policy – IS-LM model, financial crisis and the monetary policy dilemma derivation of Aggregate Demand.

Unit – 3: Inflation and Unemployment: Models of Aggregate Supply – Derivation of Phillips curve from the AS curve – Use of expectation-augmented Phillips curve to explain demand-pull, cost-push and expectation based inflation – Disinflation and sacrifice ratio - Painless disinflation – Inflation targeting in India.

Unit – 4: Economic Growth: Concept and measurement – Sources of economic growth –Stages of economic growth – Solow growth model and its policy implications – Diminishing return and the catch-up effect – Analysis of growth miracle-AK model- growth failure around the world.

SUGGESTED READINGS

1. Robert J. Gordon: Macroeconomics (Pearson)
2. Mankiw, N.G: Macroeconomics (Worth Publishing)
3. Michael Evans: Macroeconomics for Managers (Blackwell Publishing)
4. Abel and Bernanke: Macroeconomics (Pearson)
5. Errol D’Souza: Macroeconomics (Pearson Education)

PAPER 4: STATISTICS FOR BUSINESS DECISIONS - II

PAPER CODE: MCOM2224C

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business.

COURSE OBJECTIVES

1. To develop the students ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of Statistical applications in Economics and Management.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1 Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

CO2 Critically evaluate the underlying assumptions of analysis tools

CO3 Understand and critically discuss the issues surrounding sampling and significance

CO4. Discuss critically the uses and limitations of statistical analysis

CO5 Solve a range of problems using the techniques covered

CO6 Conduct advanced statistical analysis of data.

COURSE CONTENT

- 1. Sampling Theory:** Basic concepts of Sampling; Types of sampling – random, non-random and mixed; practical methods of drawing simple random sample. Descriptions of Stratified Sampling, Two Stage Sampling and Double Sampling – Statement of the unbiased estimate of population mean and the sampling variance of the estimator in each case.
- 2. Theory of Estimation:** Statistic and Parameter; Notion of sampling distribution of a statistic; Statements of Chi-Square, t and F statistics. Unbiasedness and Minimum Variance; Method of moments for estimation.
- 3. Test of Significance:** Basic Concepts: Hypothesis-Null and alternative, size, level, power, p-value, etc. Exact tests using Normal, Chi-Square, t and F statistics for univariate and two univariate situations. Confidence Interval for sample mean in univariate situation. Pearsonian Chi-Square test for Goodness of fit and Independence.
- 4. Non-Parametric Tests:** Introduction and Concept, Test for randomness based on total number of runs, Kolmogorov Smirnov test for one sample, Sign tests- one sample and two samples, Wilcoxon-Mann-Whitney test, Kruskal- Wallis test.
- 5. Multivariate analysis:** Multiple Regression, Multiple Correlation and Partial Correlation – Concepts and Uses. Basic concepts of Principal Component Analysis, Cluster Analysis, Discriminant Analysis and Factor Analysis.
- 6. Analysis of Variance:** Analysis of One-way classified data and two-way classified data with one observation per cell.

SUGGESTED READINGS

1. Aczel, A. D., & Sounderpandian, J. Complete Business Statistics. Tata McGraw Hill.
2. Baruah, S. Basic Mathematics and its Application in Economics. Macmillan.
3. Beri, G. C. Business Statistics. Tata McGraw Hill.
4. Das, J. K. Statistics for Business Decisions. Academic Publishers.
5. Gupta, S. C. Fundamentals of Statistics. Himalaya Publishing House.
6. Hanke, J. E. Business Forecasting. Prentice Hall of India.
7. Hooda, R. P. Statistics for Business and Economics. Macmillan.
8. Johnson, R. A., & Wichern, D. W. Applied Multivariate Statistical Analysis. Prentice-Hall of India.
9. Das, N. G., & Das, J. K. Business Mathematics and Statistics. Tata McGraw Hill.

10. Gupta, S. C. Fundamentals of Statistics. Himalaya Publishing House.
11. Levin, R. I., & Rubin, D. S. Statistics for Management. Prentice Hall.
12. Makridakis, S., Wheelwright, S. C., & Hyndman, R. J. Forecasting Methods and Applications. John Wiley and Sons.
13. Ruppert, D. Statistics and Finance: An Introduction. Springer.
14. Sharma, J. K. Business Statistics. Pearson Education.
15. Shenoy, G. V., & Pant, M. Statistical Methods in Business and Social Science. Macmillan India.

PAPER 5: STRATEGIC MANAGEMENT

PAPER CODE: MCOM2225C

COURSE DESCRIPTION:

Strategic management is designed to provide students' a holistic understanding and knowledge in strategic management from the view point of Corporate.

COURSE OBJECTIVES:

The course is designed to cover the fundamentals of strategic management. The objective of this course is:

1. To expose participants to various perspectives and concepts in the field of Strategic Management.
2. To help participants develop skills for applying these concepts to the solution of business problems.
3. To help students master the analytical tools of strategic management.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: Understand and uses methods of doing business environment analysis.

CO2: Learn and apply alternative frameworks of business/ corporate strategy for attaining and sustaining competitive advantage.

CO3: Develop ability to make quality, reasoned strategic business decisions.

COURSE CONTENTS:

Unit-1: Fundamentals of strategic management:

- Strategy: Concept • Deliberate versus emergent strategies, • Influence of stakeholders, • Strategic choices, • Levels of strategy, • Vision and mission, • Objectives, • Strategic Decision Making, • Role of

the Board of Directors in Strategic Management. • Meaning & attributes of strategic intent, • Meaning of Vision, • Meaning of mission, difference between vision & mission, characteristics of good mission statements.

Unit-2: Environmental analysis for competitive advantage: • Environmental Scanning, • Need for environmental analysis, • Analysis of Micro and Macro Environment, • SWOT analysis, TOWS Analysis, GAP analysis, PESTEL Analysis, • Porter's Five Forces model, Competitive Advantage, • Balance Scorecard.

Unit-3: Organisational resources and capabilities: • Resource Based View (RBV), • Concept of Core and Distinctive competence, • Resource Analysis, • Transforming resources into capabilities, • Gap analysis, • Concepts of stretch, leverage & fit.

Unit-4: Competitive Advantage: • The notion of core competence, • Sustainability of competitive advantage, • Role of innovation, • Competencies as barriers to change, • Value Chain analysis, • Managing Linkages, Porter Generic strategy, • Product and market diversification strategies, • Portfolio models (like BCG Matrix, GE Multi factor portfolio Matrix).

Unit-5: Strategic alternatives: • Stability, • Growth, • Turnaround, • Retrenchment, • Diversification, • Vertical integration, Horizontal integration, • Strategic alliance, • Merger and Acquisition.

Unit-6: Strategic Evaluation and control: • An overview of Strategic evaluation and control, • Strategic control vs. operational control, • Types of strategic control.

Unit-7: Case Application

SUGGESTED READINGS:

1. Strategic Management & Business Policy, Kazmi, TMH.
2. Strategic Management: Concept and Cases (Second edition, 2021), Dutta, Dr. Sumanta, Bharti Publication, New Delhi.
3. Strategic Management, R. Srinivasana-PHI.
4. Strategic Management: Fred R David.

PAPER 6: QUANTITATIVE TECHNIQUES IN BUSINESS

PAPER CODE: MCOM2226C

COURSE DESCRIPTION

This course aims at discussing with the students' quantitative tools and techniques, which are frequently

applied to business decision-making; to analyze and interpret the outcome of the results of problem solving and develop an intuition about situations where such an approach is appropriate.

COURSE OBJECTIVES

The objective of this course is to examine and identify:

1. Identify managerial challenges and opportunities for organizational problems that may be resolved by the application of quantitative techniques.
2. Identify opportunities for and successfully apply various quantitative tools and techniques to gain competitive advantage.
3. Examine and recognize key enabling tools for quantitative analysis that may advance organizations now and in the future.
4. Identify new opportunities and champion the introduction and application of advance quantitative techniques in an organization for faster future development.

COURSE OUTCOMES

At the end of the course students should be able to:

CO1 Identify and express a decision problem in mathematical form (linear programming form) and solve it graphically and by Simplex method;

CO2 Understand and formulate transportation, assignment problems and drive their optimal solution;

CO3 Analyse operational research models from the verbal description of the real system by understanding the mathematical tools that are needed to solve optimization problems;

CO4 Develop a report that describes the model and the solving technique, analyse the results and propose recommendation.

COURSE CONTENTS:

Unit-1: Linear Programming Problem: Linear programming problem formulation; Graphical solution; Simplex method; Variations in Linear Programming Problem; Duality; Dual simplex method; Post Optimal Analysis.

Unit-2: Transportation Problem: Concepts; Basic Theorems; Initial solutions and optimality test for different types of transportation problems; Exceptional Cases in Transportation Problem; Transshipment problem.

Unit-3: Assignment Problem: Concepts; Basic Theorems; Solutions to different types of assignment problems; travelling salesman problem.

Unit-4: Decision and Game Theory: Decision under uncertainty; Decision under risk; Game theory; Two person zero sum game; Pure and mixed strategy games; Linear Programming Formulation of Game.

Unit-5: Network Analysis: Network diagram; Time estimate for activity; Programme evaluation and review technique; Critical path method; Network crashing.

Unit-6: Queuing System: General concept, steady state distribution, queuing model, M/M/1 with finite and infinite system capacity, waiting time distribution (without proof). Gambler's Ruin Problem: Classical ruin problem, expected duration of the game.

SUGGESTED READINGS

1. Anderson, D. R., Sweeny, D. J., & Williams, T. An Introduction to Management Science. Thompson South-Western.
2. Gupta, P. K., & Hira, D. S. Problems in Operations Research. S Chand & Co.
3. Kapoor, V. K. Operations Research. Sultan Chand and Sons
4. Mustafi, C. K. Operations Research: Methods and Practice. New Age International Ltd.
5. Natarajan, A. M., Balasubramani, P., & Tamilasar. Operations Research. Pearson Education
6. Sharma, J. K. Operations Research: Theory and Methods. Macmillan.
7. Taha, H. Operation Research. Prentice Hall
8. Vohra, N. D. Quantitative Techniques in Management. Tata McGraw Hill.

PAPER 7: INTERNATIONAL BUSINESS

PAPER CODE: MCOM2227C

COURSE DESCRIPTION

An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

COURSE OBJECTIVES

1. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions.
2. It will also prepare students to formulate and execute strategies, plans and tactics to succeed in international business ventures.

COURSE OUTCOMES

At the end of the course students should be able to:

CO1 Understand the most widely used international business terms and concepts.

CO2 Identify the role and impact of political, economic, social and cultural variables in international business.

CO3 Analyze international business from a multi-centric perspective, avoiding ethnocentrism.

CO4 Analyze the stance of Indian business environment within a global landscape.

COURSE CONTENTS:

Unit 1: Concept of International Business

Meaning and Scope- Role in Economic Development - Trade barriers- Tariff and Non-tariff barriers
Balance of trade- Balance of payment- Techniques of International Business- Subcontracting- joint ventures and others.

Unit 2: Dimensions of World Business Environment

Political, economic, legal, socio cultural and psychological dimensions- impact of legal and political system, culture, language and consumption patterns of global business- Types of risk in International business- country risk, political risk, currency risk, Risk management and role of ECGC.

Unit 3: Mode of entry strategies

Foreign collaboration- International investment- types, factors affecting Foreign Investment- FDI, FII- globalization of Indian business.

Unit 4: International Marketing Decisions

Product decision- Product development- PLC - International channel system and logistics. International promotions - Advertisement, trade fair and exhibition and personal selling.

Unit 5: International Organizations

Composition and Functions -WTO, IMF, UNCTAD, OECD, SEZ, Free Trade Zones- Trade blocks- NAFTA, SAARC, ASEAN and EU.

SUGGESTED READINGS

1. Roger Benneet International Business (Financial Times Management – Pitman Publishing, London)
2. International Business, Charles W L, TMH, New Delhi.

3. International Business, Czinkota, Michael, Cengage.
4. Justin Paul International Business (Prentice Hall of India, N. Delhi, 2008)
5. Ajami et.al International Business: Theory and Practice

PAPER 8: ADVANCED ANALYTICAL TOOLS FOR RESEARCH

PAPER CODE: MCOM2228C

COURSE DESCRIPTION:

The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

COURSE OBJECTIVES:

The course is designed to cover the advanced analytical tools for research. The objectives of this course are:

1. To understand the definitions and basic concepts of research and the research process.
2. To know about the research designs, data collection & scaling techniques and the sampling plan.
3. To familiarize participants with Statistical packages such as SPSS.
4. To impart knowledge on basics of statistics for enabling students to develop data analytic skills and meaningful interpretation to the data sets so as to solve the business/research problem.
5. To enable the participants in conducting research work and formulating research synopsis and report.

COURSE OUTCOMES

On successful completion of the course the learner will be able to-

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

CO2: Distinguish between techniques of qualitative and quantitative research.

CO3: Learn to select an appropriate research design, appropriate measurement and scaling technique for data collection.

CO4: Solve research problems by designing questionnaire, collecting primary data, followed by quantitative data analysis and interpretation of the results.

COURSE CONTENTS:

Unit-1: Issues related to Research

Nature and Scope of Research Methodology – Problem Formulation, Research Objectives – Hypotheses, Characteristics of good hypotheses, Research Design – Types of Research Design.

Unit–2: Sources and Collection of Data

Primary and Secondary Sources – Methods of Data Collection – Questionnaire Design – Attitude Measurement Techniques – Research Techniques – Administration of Surveys – Sample Design and Sampling Techniques.

Unit–3: Automated Data Analysis

SPSS Applications – Tabulation and Cross Tabulation of Data: Univariate and Bivariate Data Analysis and Tests of Hypothesis. (*Practical Applications using SPSS software*)

Unit–4: Multivariate Analysis: Advanced tools

ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Techniques (*Practical Applications using SPSS software*)

Unit-5: Business Analytics

Evolution - Business Analytics as Solution for Business Challenges - Master Data Management: Data Warehousing and kinds of Architecture – Data Extraction – Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts – Concept of Creating Data Marts – Data Integration – Concept of OLTP and OLAP.

SUGGESTED READINGS:

1. Cooper, “Business Research Methods”, Tata McGraw Hill, New Delhi.
2. T.S. Wilkinson & P.L. Bhandarkar, “Methodology and Techniques of Social Research”, 2010.
3. Richard A. Johnson & Dean W. Wichern, “Applied Multivariate Statistical Analysis”, Prentice Hall International Inc.
4. R.N Prasad and Seema Acharya, “Fundamentals of Business Analytics”, Wiley India Publication.
5. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, “Introduction to Data Mining”, Pearson.
6. Alex Berson, Stephen Smith & Kurt Thearling, “Building Data Mining Application for CRM”, Tata McGraw Hill, New Delhi.
