

Branch Name:	Management
Program Code:	MS301
Course Name:	Management Research Project-2
Course Code:	1MS3010891
Pre-requisite Course:	Research methodology, Descriptive Analysis, SPSS

1. Course Objectives:

The students will have to undergo Management Research Project- 2 during the eighth Semester of their IMBA, and submit a “**MRP-2 Report**” by the end of the semester.

MRP-2 is an integral part of the academic curriculum of IMBA. For the successful completion of the IMBA Semester-VIII, students are required to undergo MRP-2 as per the prescribed format and duration. The MRP-2 is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization.

1. MRP-2 aims at widening the student's perspective by providing opportunity to deal with product, service, Brand, organisation by undertaking research (Preferably primary research).
2. MRP-2 aims to enable the students to undertake survey based research and explore findings through critical statistical analysis.
3. MRP-2 aims to improve research skills to solve business problems using statistical analysis tools.

2. Teaching Scheme (Hours per week)

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	-	8	-	-	120	80	200

3. Syllabus and Flow of report:

- The student has to undertake project individually or in a group of students (as suggested by institute). MRP-2 Report is to be submitted by every individual student / Group of students.
- Student/ Group need to select topic and present their research proposal in front of panel of faculty members.
- After acceptance of proposal, student/group will undertake project with guidance of allotted faculty guide.
- At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.
- The university will arrange the external viva - voce for MRP-2. The student is expected to make a 15 – 20 minutes presentation before the examiner regarding the MRP-2 project work undertaken, which will be followed by questions by the examiner.

Evaluation Scheme

The University shall conduct viva-voce for evaluation of the MRP- 2. The Panel shall comprise of the External and Internal examiners.

Sr. No	Component	Weightage
1	University Examination	60%
2	Continuous Assessment	40%

The marks will be awarded on the following aspects:

1. Introduction of Topic & Literature Review
2. Research Methodology applied and clarity
3. Source of Data, Data Analysis Performed and findings
4. Presentation of the report, format of the report, flow of the report, style, language, etc.
5. Performance during VIVA: Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, questions & answers etc.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Collect research related literature and evaluate.	2 Understand, 5 Evaluate
CLO2	Understand research methodology applicable to research	2 Understand, 3 Apply,
CLO3	Prepare, Create and test research hypothesis	3 Apply, 4 Analyze, 6 create
CLO4	Understand basics of report preparation.	2. Understand
CLO5	Evaluate the problem and create alternative solution of problem	5 Evaluate, 6 Create.

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2		H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H			H					H	
CLO5		H	H			H	M	H		H

H: High, M: Medium, L: Low