

Branch Name:	MANAGEMENT (Core Course)
Program Code:	MS201
Course Name:	Management Research Project- I
Course Code:	2MS2020303P
Pre-requisite Course:	Business Research Methods

Course Objectives:

1. Develop skills in industry research methodologies and data analysis techniques.
2. Understand the structure and components of an industry analysis report.
3. Learn how to gather and evaluate industry data from various sources.
4. Apply strategic frameworks to assess industry competitiveness and attractiveness.
5. Enhance report writing skills to effectively communicate research findings and recommendations.

Teaching and Examination Scheme:

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	
-	4	8	8	-	-	100	100	200

Subject Contents:

The student has to undertake project individually or in a group of students (as suggested by institute). MRP-1 Report is to be submitted by every individual student / Group of students. Student / Group are required to select an industry/sector based on their interest and required to make presentation of proposal before group of faculties. After finalizing Industry/ Sector, students will collect information from various secondary sources of information. If needed they can access primary sources and visit companies from selected industry/sector. At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.

The following points must be considered for the preparation of reports.

- **Research Methodology and Data Collection** Techniques for gathering industry data from primary and secondary sources, Research design, sampling methods, and data validation, Hands-on exercises in data collection and analysis using industry-specific tools
- **Strategic Frameworks for Industry Analysis** SWOT analysis: Assessing internal strengths, weaknesses, external opportunities, and threats, Porter's Five Forces: Analyzing competitive forces and industry attractiveness, Application of strategic frameworks to selected industries through case studies
- **Writing Effective Industry Analysis Reports** - Structuring an industry analysis report: Introduction, methodology, findings, and recommendations, Tips for writing clear, concise, and coherent report sections, Review of sample industry analysis reports and discussion on best practices, Refining research findings and synthesizing insights into actionable Recommendations, Strategies for presenting data visually using charts, graphs, and tables, Peer review and feedback sessions on draft report sections
- **Presentation Skills and Report Dissemination** Strategies for delivering effective presentations of industry analysis findings, Practice sessions on presenting key research findings and recommendations, Discussion on how to tailor presentations to different audience needs and preferences

- **Submission of the final industry analysis report** Presentation of key findings and recommendations to the class, Peer evaluation and feedback on report presentations

Note: This syllabus is subject to adjustments based on the instructor's discretion and the evolving needs of the course.

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate Proficiency in Conducting Industry Research	Application
CLO2	Analyze Industry Dynamics and Market Trends	Analysis
CLO3	Synthesize Research Findings into Professional Reports	Synthesis
CLO4	Communicate Research Findings Effectively	Evaluation

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	M	M		L	M				M	
CLO2	H		H		H	H				
CLO3	L		H							M
CLO4	H	H	H			M	H	L		

H: High, M: Medium, L: Low
