

Branch Name:	Management
Program Code:	MS101
Course Title:	Ethics & Research
Course Code:	18-BAM405-4C
Pre-requisite Course:	Research concepts, Research fundamentals

Course Objectives:

This course introduces students to the meaning and importance of research ethics in academic and business research. It builds understanding of ethics, morals, and values, highlights ethical standards in management and social science research, and addresses ethical issues in research design, data collection, and reporting. The course also promotes research integrity by covering research misconduct, authorship and publication ethics, and prepares students to analyse ethical dilemmas and the ethical use of AI in research.

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	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
I	Introduction to Research Ethics: Meaning and importance of research ethics, Ethics, morals, and values: basic differences, Evolution of research ethics, Need for ethical standards in academic and business research, Role of ethics in management and social science research, Unethical research practices	14	23%
II	Ethical Issues in Research Design & Data Collection: Ethics in selection of research problem and research design, Informed consent and voluntary participation, Privacy and confidentiality, Ethical issues in surveys, interviews, and experiments, Ethical considerations for vulnerable groups, Ethical use of secondary data and digital sources	16	27%
III	Research Misconduct and Integrity: Research integrity and responsible conduct of research, Forms of research misconduct: Plagiarism, Fabrication, Falsification, Self-plagiarism and duplicate publication, Authorship ethics and acknowledgment, Role of institutions, research guides, and ethics committees	17	28%
IV	Ethical Reporting & Contemporary Issues: Ethics in data analysis and interpretation, Ethical reporting of research findings, Bias, manipulation, and misrepresentation of data, Ethics in publication and peer review, Ethical use of AI tools in research, Case studies on ethical dilemmas in business and academic research	13	22%
	Total Hours/Marks	60	100%

Text Books:

1. Kothari, C. R. – Research Methodology: Methods and Techniques, New Age International
2. Saunders, M., Lewis, P., & Thornhill, A. – Research Methods for Business Students, Pearson

Reference Books:

1. Resnik, D. B. – The Ethics of Science, Routledge
2. Israel, M. & Hay, I. – Research Ethics for Social Scientists, Sage
3. Sekaran, U. & Bougie, R. – Research Methods for Business, Wiley
4. Creswell, J. W. – Research Design, Sage

List of Open-Source Software/learning website:

- Research Ethics Online Training (NIH): Free modules on research ethics
<https://researchethics.nih.gov>
- Creative Commons: Understanding ethical use of open content and licensing
<https://creativecommons.org>
- UGC – Research Ethics & Plagiarism Regulations
<https://www.ugc.ac.in>
- ICMR – National Ethical Guidelines for Research
<https://ethics.ncdirindia.org>

Course Learning Outcomes (CLO):

1. Understand the core principles and importance of research ethics in academic, business, and social science research.
2. Differentiate between ethics, morals, and values and apply ethical reasoning in research decisions.
3. Identify ethical issues in research problem selection, design, and data collection methods.
4. Apply ethical principles such as informed consent, privacy, confidentiality, and protection of vulnerable groups.
5. Recognize and prevent research misconduct, including plagiarism, fabrication, and falsification.
6. Demonstrate ethical practices in data analysis, reporting, publication, authorship, and the use of AI tools in research.

Mapping of CLO with PO and PSO

Course	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H		M	L	H	M		
CLO2		M	H		H			M
CLO3	M		H	M		H	M	H
CLO4		M	M		H			
CLO5	L		M	M	H			
CLO6		M		H	H	H	M	H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Research Philosophy
Course Code:	18-BAM406-4C
Pre-requisite Course:	Basic Understanding of Humanities, Critical Thinking, and Academic Writing Skills

Course Objectives:

1. Introduce Philosophical Foundations of Research to students.
2. Develop Critical Thinking Skills.
3. Connect Philosophy with Research Methodology.
4. Encourage Ethical Awareness in Research.

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	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Foundation: Introduction to Philosophy: Definition, Nature and scope, concept, branches. Distinction between philosophy and empirical sciences	12	20 %
2	Philosophical Methods & Approaches: analytic vs Continental philosophy, phenomenology, Hermeneutics, Deconstruction, Concepts of Research Design in Philosophy: Formulation of research questions, thesis statements,	18	30%
3	Literature review in philosophy, Use of primary texts, secondary literature, Dialectics, Critical Theory, Comparative method. Ethics of Research & Publication: Citation practices, avoidance of plagiarism, Academic integrity, Peer review	18	30%
4	Philosophy, Interdisciplinary & Contemporary Research Trends: Philosophy of mind & cognitive science, Philosophy and language / linguistics, Philosophy and AI / technology. Environmental philosophy, bioethics.	12	20%
	Total Hours	60	100%

Text Books:

- Hospers, J. An Introduction to Philosophical Analysis, Routledge.
- Grayling, A.C. The History of Philosophy, Penguin Books.

Reference Books:

- Creswell, J.W. Research Design: Qualitative, Quantitative and Mixed Methods Approaches, Sage Publications.
- Chalmers, A.F. What Is This Thing Called Science?, Open University Press.
- Resnik, D.B. The Ethics of Science: An Introduction, Routledge.
- Babbie, E. The Practice of Social Research, Cengage Learning.

List of Open-Source Software/learning website:

- Stanford Encyclopedia of Philosophy (<https://plato.stanford.edu>)
- Internet Encyclopedia of Philosophy (<https://iep.utm.edu>)
- National Digital Library of India (NDLI)
- SWAYAM and e-PG Pathshala

Course Learning Outcomes (CLO):

1. Understand the fundamental concepts and branches of philosophy relevant to research.
2. Apply philosophical approaches and methods to research problems.
3. Formulate research questions and arguments based on philosophical reasoning.
4. Demonstrate ethical awareness in research and academic writing.
5. Analyze contemporary and interdisciplinary research trends from a philosophical perspective.

Mapping of CLO with PO and PSO

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

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Design Thinking
Course Code:	18-BAM407-4C
Pre-requisite Course:	Fundamentals of Management, Creativity and Innovation, and Basic Problem-Solving Skills

Course Objectives:

1. To understand the concept, principles, and stages of Design Thinking.
2. To develop skills in creative problem solving and innovation techniques.
3. To familiarize students with design thinking tools and their implementation in organizations.
4. To apply design thinking in business process modelling and digital transformation.
5. To integrate design thinking with strategic innovation for competitive advantage.

Teaching and Examination Scheme:

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	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Design Thinking: Meaning, definition, Features of Design Thinking, Principles and stages of Design Thinking, Benefits of Design thinking	12	20%
2	Design Thinking tools and Implementation: Design thinking tools, Techniques of ideation and innovation, Role of design thing in digital transformation, Measuring impact of design thinking, Challenges in implementing Design Thinking and how to overcome it.	15	25%
3	Design thinking for Business Process Modelling: Business process Modelling (BPM), Design Thinking in Business Process Modelling, Agile in Virtual Collaboration, Scenario Based Prototyping	15	25%
4	Design Thinking for Strategic Innovation: Strategic Innovation, Features of Strategic Innovation, Scope of Strategic Innovation, Design Thinking and Strategic Innovation, Practices of Integrating Design Thinking in Strategic Innovation	18	30%
	Total Hours	60	100%

Text Books:

- Tim Brown – *Change by Design*
- Jeanne Liedtka & Tim Ogilvie – *Designing for Growth*
- Idris Mootee – *Design Thinking for Strategic Innovation*

Reference Books:

- Nigel Cross – *Design Thinking: Understanding How Designers Think and Work*
- Roger Martin – *The Design of Business*
- Thomas Lockwood – *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*

List of Open-Source Software/learning website:

- Miro (<https://miro.com>) – Online collaboration & brainstorming
- Figma (<https://figma.com>) – Interface design and prototyping
- Canva (<https://canva.com>) – Visual design tool
- NPTEL (<https://nptel.ac.in>)
- SWAYAM (<https://swayam.gov.in>)
- Coursera / edX – Design Thinking courses

Course Learning Outcomes (CLO):

1. Explain the concept, principles, and stages of Design Thinking.
2. Apply design thinking tools and ideation techniques to solve real-world problems.
3. Analyze the role of design thinking in business process modelling and digital transformation.
4. Develop innovative solutions using prototyping and agile collaboration.
5. Evaluate and integrate design thinking for strategic innovation and business growth.

Mapping of CLO with PO and PSO

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

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Name:	Comprehensive Project
Course Code:	18-BAE454-4C
Pre-requisite Course:	Business Research Methods

Course Objectives:

1. To develop skills in selecting and defining a research problem within the field of management.
2. To conduct a thorough literature review to understand existing knowledge and gaps in the chosen research area.
3. To apply appropriate research methodologies and techniques to collect and analyze data.
4. To interpret research findings and test hypotheses where applicable.
5. To effectively communicate research results through written reports.

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	
-	-	8	4	-	-	50	50	100

Subject Contents:

The student has to undertake project individually or in a group of students (as suggested by institute). Comprehensive Project 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.

- Students are required to prepare Comprehensive Project Report with the help of their respective faculty guides which have been allotted to them earlier.
- You have to meet your respective faculty guides on weekly basis. Students have to decide a topic on which they have to prepare a Comprehensive Project Report.
- The Topic has to be approved by their respective Faculty Guide and has to be submitted to their respective Coordinators. The Comprehensive Project Report must have an appropriate Title. (Students should meet their respective guides and finalize a title for their Comprehensive Project Report as early as possible).
- In case of Primary data collection, the questionnaire has to be designed in consultation with their respective guides. In case of Secondary data collection, Internet and other sources are to be used for secondary data collection.
- Copying of any similar study from internet will be subject to strict action. Report has to be systematically written as per standard guidelines given by the Department of Business Management.
- Each page should carry statement of identification and Page number, using header & footer application.
- No two or more reports could be identical even if the organization and project is common. Each Group should write a separate report and clearly mention his / her individual contribution. Prepare two hard bound copies of Report.

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

- **Introduction to Management Research:** Overview of the research process, Importance of research in management, selecting a research problem
- **Literature Review:** Conducting a comprehensive literature review Identifying gaps in existing research, Formulating research questions/hypotheses
- **Research Methodology** Research design: qualitative, quantitative, or mixed methods
- Data collection techniques: surveys, interviews, case studies, etc. Sampling methods and sample size determination
- **Data Analysis:** Introduction to data analysis techniques (e.g., descriptive statistics, regression analysis, content analysis) Using software for data analysis (e.g., MS. Excel, SPSS, NVivo, JASP, Jamovi) Interpreting and presenting findings
- **Hypothesis Testing** Understanding hypothesis testing procedures Conducting statistical tests (e.g., t-tests, ANOVA, chi-square or any other as per research methodology) Interpreting results and drawing conclusions
- **Conclusion and Report Writing** Summarizing research findings, discussing implications of the research, writing a comprehensive research report, Presentation skills and delivering findings

Course Learning Outcomes (CLO):

1. Identify and define a research problem within the field of management.
2. Critically analyze existing literature to understand the current state of knowledge and identify gaps.
3. Apply appropriate research methodologies and techniques to collect and analyze data effectively.
4. Interpret research findings, test hypotheses where applicable, and draw meaningful conclusions.

Mapping of CLO with PO and PSO

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

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Research Paper Publication
Course Code:	18-BAM408-4C
Pre-requisite Course:	Research Methodology

Course Objectives:

1. To develop practical skills in writing and publishing research papers
2. To guide students through the complete research publication process
3. To enhance skills in literature review, data analysis, and academic writing
4. To train students in journal selection and submission procedures
5. To promote ethical research and plagiarism-free writing

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	
-	-	12	6	-	-	75	75	150

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Research Topic Selection & Problem Formulation: Identification of research area and topic selection, Defining research problem and scope, Formulation of objectives and hypotheses, Preparation of proposed research Paper. Practical Task: Submit proposed research Paper (Title, Problem, Objectives, Hypothesis).	9	10%
2	Literature Review Development Searching literature (Google Scholar, journals, databases), Identifying relevant research papers, Writing structured and critical literature review, Gap identification. Practical Task: Literature review draft.	9	10%
3	Research Methodology & Data Collection: Selection of research design (qualitative/quantitative), Sampling techniques, Questionnaire design / secondary data sources, Data collection process. Practical Task: Questionnaire design / dataset preparation, Field data collection or secondary data compilation.	18	20%
4	Data Analysis & Interpretation: Data coding and tabulation, Use of tools (Excel/SPSS), Basic statistical analysis, Interpretation of results. Practical Task: Data analysis report with tables/graphs, Interpretation of findings.	30	33%
5	Research Paper Writing: Structure of research paper: Abstract, Introduction, Literature Review, Methodology, Results, Conclusion., Academic writing style and formatting, Citation and referencing (APA/Harvard), Plagiarism checking and correction. Practical Task: Complete research paper draft, Plagiarism report	12	13%
6	Publication & Review Process: Journal selection, Formatting as per journal guidelines, Paper submission process, Responding to reviewer comments and revisions. Practical Task: Journal selection report, Paper submission / mock submission, Final revised manuscript.	12	13%
	Total Hours	90	100%

Text Books:

- Kothari, C.R. – Research Methodology: Methods and Techniques
- Creswell, John W. – Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
- Booth, Wayne C., Colomb, Gregory G., & Williams, Joseph M. – The Craft of Research
- Lester, James D. & Lester, James D. Jr. – Writing Research Papers: A Complete Guide

Reference Books:

- Turabian, Kate L. – A Manual for Writers of Research Papers, Theses, and Dissertations
- American Psychological Association – Publication Manual of the APA (Latest Edition)
- Day, Robert A. & Gastel, Barbara – How to Write and Publish a Scientific Paper
- Hart, Chris – Doing a Literature Review: Releasing the Social Science Research Imagination
- Saunders, Mark, Lewis, Philip & Thornhill, Adrian – Research Methods for Business Students
- Murray, Rowena – How to Write a thesis

List of Open-Source Software/learning website:

- [Zotero](#) / [Mendeley](#) – Reference management and citation tools
- [Google Scholar](#) – Access to research papers and journals
- IBM SPSS – Statistical data analysis software
- [Grammarly](#) – Writing improvement and plagiarism checking

Course Learning Outcomes (CLO):

1. Identify research problems and develop a research paper
2. Conduct literature review using academic databases
3. Write a structured and quality research manuscript
4. Apply proper citation and referencing styles
5. Submit research papers to journals/conferences
6. Respond to reviewer comments and revise manuscripts.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H			M			L	H
CLO2	M	L			L	L		M
CLO3		M	H				M	
CLO4				M		H		L
CLO5		H			M			M
CLO6	M		L			H		H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Name:	Industry Immersion Program- II
Course Code:	18-BAM410-4C
Pre-requisite Course:	Principles of Management, Business Environment, Basics of Economics (Micro & Macro), Fundamentals of Marketing, Basic Financial Accounting, Business Communication Skills, Introductory knowledge of Research Methodology

Course Objectives:

1. To provide practical exposure to industry practices
2. To understand global business environment and international perspective
3. To develop professional and workplace skills
4. To enhance understanding of real-world business operations
5. To improve communication and reporting skills.

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	
-	-	12	6	-	-	75	75	150

Subject Contents:

The student has to undertake project individually or in a group of students (as suggested by institute). Research Project 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.

• Introduction to Industry & Global Exposure:

Overview of organization, industry structure, understanding global business environment, introduction to international practices, role of globalization in industry growth, major players in the global market.

• Functional Area Training:

Exposure to departments (HR, Marketing, Finance, Operations), understanding business processes, role of technology in business.

• International Business Practices:

Understanding of global markets, cross-cultural management, international trade basics, global business communication, role of globalization and multinational companies, basic export-import procedures, international marketing strategies.

• Project Work & Report Preparation:

Preparation of industry report, documentation of learning, presentation of project.

• 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:

1. Identify and select an appropriate industry/sector for project work
2. Develop and present a clear project proposal with defined objectives
3. Collect and organize data from secondary and primary sources
4. Analyse industry practices and gain practical exposure through field learning
5. Prepare a structured industry project report with proper format and content
6. Present project findings effectively and respond during viva voce

Mapping of CLO with Pos & PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	M	M		L	M			H
CLO2	H		H		H	H		L
CLO3			H	H				M
CLO4	H	H	H			M	H	
CLO5	L			M			M	
CLO6		L			M			M

H: High, M: Medium, L: Low
