

Teaching Plan

M.A.HRM Semester II

HRM-SII-08 Management Research and Computer Applications

Course Teacher : Dr.Rashmi Jain

Course Marks/Credit: 100/4

Course Objectives

1. To provide insight into the scope and extent of application of research as a tool for management decision making.
2. To achieve basic understanding of research methodology, statistics and modern analytical tools.
3. To build experience of computer usage in business organisations.
4. Course evaluation:
Internal Assessment: 25 marks
Semester end Exams: 75 marks

Unit	Sub-Unit	Duration	Specific References
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Unit I Fundamentals of Research Methodology	1. Management Research : Nature and Scope	Last week of January, 2014	<i>Gupta, Nirmal K., [1994], 'Management research: Contemporary issues'', South Asia Publications, New Delhi.</i>
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	<p>2. Methods of Social research : Quantitative</p>	<p>First week of March, 2014</p>	<p>1. <i>Brown F.E., [1981], "Marketing Research', Addison Wesley, New York.</i></p> <p>2. <i>Churchill Gilbert A., [1993], 'Marketing Research: Methodological Foundations'', Dryden Press, Chicago.</i></p>		
	<p>3. Methods of Social research : Qualitative</p>	<p>Second week of March, 2014</p>	<p>1. <i>Khwaja Amjad Saeed, [1992], "Management Cases: Case Concept, Case analysis Techniques, Cases For actual Analysis'', Research and Publications Bureau, Accountancy and Taxation Services Institute, Lahore, Pakistan.</i></p>		

			<p>2. Vrat prem, K.K. Ahuja, P.K.Jain, [2002], "Case Studies in Management", Vikas Publishing House Pvt. Ltd, New Delhi.</p> <p>3.Sandhu A.N. & A. Singh, [980]'Research methodology in Social sciences', Sterling Publishers Pvt. Ltd., New Delhi.</p>		
	4. Process of Management research : Design & Sampling	Second week of March, 2014	<p>1. Festinger L. & Katn D. [1953], 'Research Methods in Behavioural Sciences', Holt, Rillehart and Winston Inc., New York.</p> <p>2. Rao K.V. [1993], 'Research Methodology in</p>		

			<i>Commerce and Management', Sterling Publishers Pvt. Ltd, New Delhi.</i>		
	5. Process of Management research : Tools of data collection & data analysis	Third week of March, 2014	1. Festinger L. & Katn D. [1953], 'Research Methods in Behavioural Sciences', Holt, Rillehart and Winston Inc., New York. 2. Rao K.V. [1993], 'Research Methodology in Commerce and Management', Sterling Publishers Pvt. Ltd, New Delhi		
	6. Ethical issues in Research	Third Week of march, 2014	1. Festinger L. & Katn D. [1953], 'Research Methods in Behavioural Sciences', Holt, Rillehart and		

			<p><i>Winston Inc., New York.</i></p> <p><i>2. Rao K.V. [1993], 'Research Methodology in Commerce and Management', Sterling Publishers Pvt. Ltd, New Delhi</i></p>		
Unit II statistical measures	1. Levels of measurement	Fourth Week of March, 2014	<p><i>1. Gupta S.P., [1991], 'Statistical Methods', Sultan Chand and Sons, New Delhi.</i></p> <p><i>2. Kothari C.R. [2004], 'Research Methodology: Methods & techniques', New age International [P]Ltd, New Delhi.</i></p>		
	2. Measures of central tendency	Fourth Week of March, 2014	<p><i>1. Gupta S.P., [1991], 'Statistical Methods', Sultan Chand and Sons, New Delhi.</i></p> <p><i>2. Kothari C.R. [2004],</i></p>		

			<i>'Research Methodology: Methods & techniques', New age International [P]Ltd, New Delhi.</i>		
	3. Mean Deviation , Standard Deviation	First week of April, 2014	1. Gupta S.P., [1991], <i>'Statistical Methods', Sultan Chand and Sons, New Delhi.</i> 2. Kothari C.R. [2004], <i>'Research Methodology: Methods & techniques', New age International [P]Ltd, New Delhi.</i>		
	4. Correlation, T-test, Chi-Square	First week of April, 2014	1. Gupta S.P., [1991], <i>'Statistical Methods', Sultan Chand and Sons, New Delhi.</i> 2. Kothari C.R. [2004], <i>'Research Methodology: Methods &</i>		

			<i>techniques', New age International [P]Ltd, New Delhi.</i>		
Unit III Computer Applications	1. Introduction , Computers in Management Research	Second week of April, 2014	<p><i>1.Black Ken David L.Eldredge,[2002], 'Business and Economic Statistics Using Microsoft excel', South-Western Thomson Learning Centre, USA.</i></p> <p><i>2.Miller M.[2003], 'Absolute Beginners' Guide to computers basics', Que Publishing, USA</i></p> <p><i>3. Foster J.J. [1998], 'Data analysis using SPSS for windows', Sage Publications, London.</i></p>		
	2. SPSS	Second week of April,	<p><i>1.Black Ken David L.Eldredge,[2002], 'Business and</i></p>		

		2014	<p><i>Economic Statistics Using Microsoft excel', South-Western Thomson Learning Centre, USA.</i></p> <p><i>2. Miller M. [2003], 'Absolute Beginners' Guide to computers basics', Que Publishing, USA</i></p> <p><i>3. Foster J.J. [1998], 'Data analysis using SPSS for windows', Sage Publications, London.</i></p>		
	3. SPSS	Third week of April, 2014	<p><i>1. Black Ken David L. Eldredge, [2002], 'Business and Economic Statistics Using Microsoft excel', South-Western Thomson Learning Centre, USA.</i></p>		

			<p>2. Miller M. [2003], 'Absolute Beginners' Guide to computers basics', Que Publishing, USA</p> <p>3. Foster J.J. [1998], 'Data analysis using SPSS for windows', Sage Publications, London.</p>		
	4. Creating output files, Statistical applications	Third week of April, 2014	<p>1. Black Ken David L. Eldredge, [2002], 'Business and Economic Statistics Using Microsoft excel', South-Western Thomson Learning Centre, USA.</p> <p>2. Miller M. [2003], 'Absolute Beginners' Guide to computers basics', Que Publishing, USA</p> <p>3. Foster J.J. [1998],</p>		

			<i>'Data analysis using SPSS for windows', Sage Publications, London.</i>		
	5. Data interpretation & Report writing	Fourth Week of April, 2014	<p>1. <i>Black Ken David L. Eldredge, [2002], 'Business and Economic Statistics Using Microsoft excel', South-Western Thomson Learning Centre, USA.</i></p> <p>2. <i>Miller M. [2003], 'Absolute Beginners' Guide to computers basics', Que Publishing, USA</i></p> <p>3. <i>Foster J.J. [1998], 'Data analysis using SPSS for windows', Sage Publications, London.</i></p>		
	Recap and practice	Fourth Week of	<i>Rao K.V. [1993], 'Research</i>		

		April, 2014	<i>Methodology in Commerce and Management', Sterling Publishers Pvt. Ltd, New Delhi</i>		
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