

Teaching Plan - 2017

M.A.HRM Semester II

HRM-SII-08 Management Research and Computer Applications

Course Teacher : **Dr. Asiya NAsreen**

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 I	Sub-Unit	Date	References
Fundamentals of Research Methodology	Management Research : Nature and Scope	Jan W4	<ul style="list-style-type: none">• Gupta, Nirmal K., [1994]: Management research: Contemporary issues, South Asia Publications, New Delhi.• Malhotra, K. Naresh (2010): Marketing research: An applied Orientation, Pearson Education India
	Methods of Social research : Quantitative	Jan W4 & W5	<ul style="list-style-type: none">• Brown F.E., [1981]: Marketing Research, Addison Wesley, New York.• Churchill Gilbert A., [1993]: Marketing Research- Methodological Foundations, Dryden Press, Chicago.
	Methods of Social research : Qualitative	Jan W5	<ul style="list-style-type: none">• 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• Sandhu A.N. & A. Singh, [1980: Research methodology in Social sciences, Sterling Publishers Pvt. Ltd., New Delhi.
	Process of Management research : Design & Sampling	Feb W1- W3	<ul style="list-style-type: none">• Festinger L. & Katn D. [1953]: Research Methods in Behavioural Sciences, Holt, Rillehart and Winston Inc., New York.• Rao K.V. [1993]: Research Methodology in Commerce and Management, Sterling Publishers Pvt. Ltd, New Delhi.

February 20 – March 17, 2017

BLOCK FIELD WORK

	Process of Management research : Tools of data collection & data analysis	March W4 & W5	<ul style="list-style-type: none"> • Festinger L. & Katn D. [1953]: Research Methods in Behavioural Sciences, Holt, Rillehart and Winston Inc., New York. • Rao K.V. [1993]: Research Methodology in Commerce and Management, Sterling Publishers Pvt. Ltd, New Delhi.
	Ethical issues in Research	March W4 & 5	<ul style="list-style-type: none"> • Festinger L. & Katn D. [1953]: Research Methods in Behavioural Sciences, Holt, Rillehart and Winston Inc., New York. • Rao K.V. [1993]: Research Methodology in Commerce and Management, Sterling Publishers Pvt. Ltd, New Delhi.
Unit II statistical measures	Levels of measurement	March W5	<ul style="list-style-type: none"> • Gupta S.P. [1991]: Statistical Methods, Sultan Chand and Sons, New Delhi. • Kothari C.R. [2004]: Research Methodology: Methods & techniques, New age International [P]Ltd, New Delhi.
	Measures of central tendency	March W5	<ul style="list-style-type: none"> • Gupta S.P. [1991]: Statistical Methods, Sultan Chand and Sons, New Delhi. • Kothari C.R. [2004]: Research Methodology: Methods & techniques, New age International [P]Ltd, New Delhi.
	Mean Deviation , Standard Deviation	April W1	<ul style="list-style-type: none"> • Gupta S.P. [1991]: Statistical Methods, Sultan Chand and Sons, New Delhi. • Kothari C.R. [2004]: Research Methodology: Methods & techniques, New age International [P]Ltd, New Delhi.
	Correlation, T-test, Chi-Square	April W2	<ul style="list-style-type: none"> • Gupta S.P. [1991]: Statistical Methods, Sultan Chand and Sons, New Delhi. • Kothari C.R. [2004]: Research Methodology: Methods & techniques, New age International [P]Ltd, New Delhi.
Unit III Computer Applications Second	Introduction , Computers in Management Research	April W3	<ul style="list-style-type: none"> • Black Ken David L. Eldredge,[2002], Business and Economic Statistics Using Microsoft excel', South Western Thomson Learning Centre, USA. • Miller M.[2003], 'Absolute Beginners Guide to computers basics', Que Publishing, USA
	SPSS	April W3	<ul style="list-style-type: none"> • Black Ken David L. Eldredge,[2002], Business and Economic Statistics Using Microsoft excel', South Western Thomson Learning Centre, USA. • Miller M.[2003], 'Absolute Beginners Guide to computers basics', Que Publishing, USA
	Creating output files, Statistical applications	April W4	<ul style="list-style-type: none"> • Black Ken David L. Eldredge,[2002], Business and Economic Statistics Using Microsoft excel', South Western Thomson Learning Centre, USA. • Miller M.[2003], 'Absolute Beginners Guide to computers basics', Que Publishing, USA

