

MANAGERIAL RESEARCH SKILLS LAB (MRSL)

Term/Semester	III - IV
Course ID	21MBA841
Credits	4

I. INTRODUCTION:

MRSL course will aid in developing the critical, logical and analytical skills among students through systematic and methodologically designed curriculum. The course will aid in evaluating a student's abilities to pinpoint an issue and do research to come up with original and useful solutions. Students through MRSL will acquire research and consulting abilities, apply what they learn in class into action, and acquire practical skills demanded by the industry. Additionally, they will pick up writing research outputs. The course also gives students a great chance to develop their analytical abilities, show off their knowledge by publishing the results of their research, and expand academic knowledge. The entire course is spread across two semesters – III and IV.

COURSE OUTCOME (CO):

After successful completion of MRSL, the student will be able to identify the research area of phenomena to study; define a research problem and develop research methodology based on systematic approach; tabulate and analyse the data using scientific method and share their research work in conference and publish research paper in reputed Journals

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	1	3	1	-	1

II. MRSL COURSE FRAMEWORK

Semester III

1. Phase 1

- Students profiling according to specialisation
- Course orientation to faculty and students
- Allocation of students to Faculty guide & establishing contact
- Identification of research areas by group of students & agreement on common research area and form submission

2. Phase 2

- Fundamentals of research
- Writing introduction
- Literature review, Objective formation, hypothesis formation
- Research methodology
- Data collection instruments
- Questionnaire design, Interview schedule design etc.,

- g. Writing Citations
- h. Submission of Introduction, Literature review, Objectives, Research methodology (Draft)

3) Phase 3

- a. Data Collection
- b. Data analysis, logical interpretation
- c. Writing discussion and conclusion
- d. Submission of Result analysis, Discussion & Conclusion (Draft)

4) Phase 4

- a. Preparation of the manuscript (word count, keywords, proof-reading etc.,)
- b. Plagiarism check
- c. Targeting the Journals and registration
- d. Submission of a manuscript in a Journal
- e. Submission of Manuscript (Final copy)

Semester IV

5) Phase 5

- a. Submission of proof of publication (acceptance of manuscript for publication or certificate)
- b. Presentation and Viva-Voce in the college

PEDAGOGY

- Discussion
- Practice based learning
- Illustrations
- Workshop

TEACHING LEARNING RESOURCES

Essential readings-

1. Research Methodology Methods and Techniques, C R Kothari, 3/e, 2014, New Age International Publishers Ltd
2. Business Research Methods, Donald R. Cooper, Pamela S. Schindler, JK Sharma, 11/e, 2013, McGraw-Hill Education India Pvt. Ltd
3. Marketing Research : An Applied Orientation, Naresh K. Malhotra, Satyabhushan Dash, 6/e, 2010, Pearson Education India
4. Marketing Research Text And Cases, Rajendra Nargundkar, 3/e, 2008, McGraw-Hill Education India Pvt. Ltd
5. Research Methodology concept S1 cases, 21e, 2015, Vikas Publishing House Pvt. Ltd.,

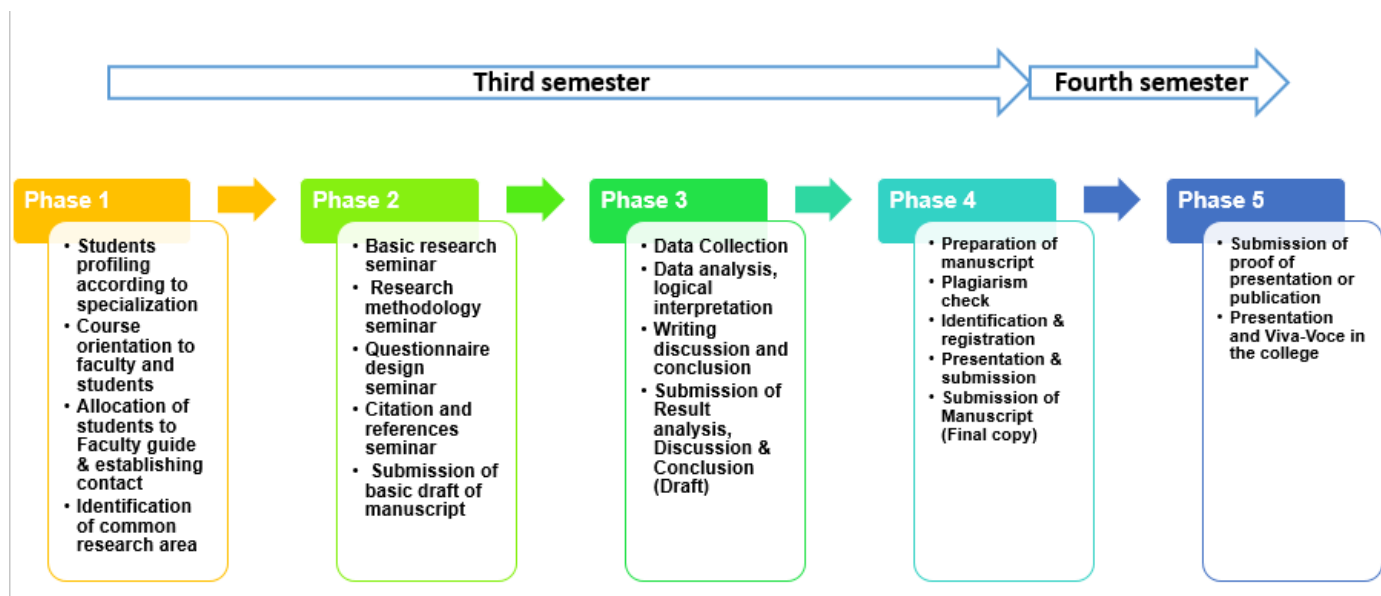
Reference Books

1. Business Research Methods, Zikmund, Babin, Carr, Adhikari, Griffin, 8/e, 2012, South Western
2. Business Research Methods, Christina Quinlan, 1/e, 2011, Cengage Learning Emea

Supplementary readings

1. https://onlinecourses.swayam2.ac.in/cec20_mg14/preview
2. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
3. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
4. Jgate: <https://jgateplus.com/home/resources/>

TIMELINE



GUIDELINES TO BE FOLLOWED FOR EACH PHASE

Semester III

Phase 1

a) Students profiling according to specialisation

A google form will be shared with the students to specify their area of specialisation after which the area of specialisation will be mapped with the faculty specialisation.

b) Course orientation to faculty and students

An orientation will be given to faculty and students about the course structure, evaluation and timelines to understand the course expectations and outcomes. Orientation on how to identify the area of research will be given to students and faculty members.

c) Allocation of students to Faculty guide & establishing contact

A group of students will be mapped with the faculty guide according to the specialisation so that the mentors will be guiding the same set of students for Dissertation also. The role of each faculty will be to form a group of students having similar research interests. The group size would not be more than three. Each group has to nominate a group leader who must be academically strong. The group diversity should be maintained in terms of gender ratio and specialisation.

Specific dates will be scheduled for guide and student group meetings to discuss the research interest and avenues. The guide will be responsible to orient students about the course structure, expectations and its outcomes.

d) Identification of research areas by group of students

Faculty will discuss the area in which students would like to do research. Faculty would give 2-3 days to the students to do the groundwork by reading about the research area to develop an understanding about the area, identifying the issues/problem, defining the statement of problem for better understanding of research problem and refining the topic of research.

e) Agreement on common research area and consent submission

A google form will be shared with the students for expressing an agreement of common research area and consent form for publication in which faculty guide will be the first author.

Phase 2

- a) Periodic seminar will be held for students on literature review, fundamentals of research, framing hypotheses, research methodology, questionnaire design and citation and references.
- b) Submission of Introduction, Objectives, Literature review, Research methodology (Draft). A google form will be shared with the faculty members to update the submissions.

Phase 3

- a) Workshop on data tabulation, data analysis and logical interpretation will be conducted for students
- c) Seminar on writing discussion and conclusion will be conducted for students.
- d) Submission of Result analysis, Discussion & Conclusion (Draft). A google form will be shared with the faculty members to update the submissions.

Phase 4

- a) Preparation of the manuscript (word count, keywords, proof-reading etc.): Final stage of manuscript preparation will be done by the students. Each group need to present it in the student conference of RVIM.
- b) Plagiarism check: The final copy of the manuscript will be submitted for plagiarism check
- c) Targeting the Conferences/Seminar/Journals and registration: Students will have to identify the Conferences/Seminar/Journals and register.
- d) Presentation in the Conference/Seminar/Symposium OR Submission of a manuscript in a Journal: Students need to prepare the manuscript according to the template provided by the targeted Conferences/Seminar/Journals and present or submit the manuscript for publication
- e) Submission of Manuscript (Final copy): The final copy of the manuscript will be submitted to the Centre for Research and Consultancy along with proof of publication, presentation if it is already done.

Semester IV**Phase 5**

a) Submission of proof of presentation or a publication: Certificate for presentation/publication/email of acceptance in scopus/WoS/UGC Care I listed Journals should be submitted for the evaluation.

b) Presentation and Viva-Voce in the college: The final presentation of the study effort will be made in front of the internal and external reviewers.

COURSE EVALUATION PLAN

Sl. No.	Semester	Evaluation criteria	Total Marks	Marks Obtained
CIE 50 marks	II Semester 15 marks	Attending regular meetings, frequent discussions, work done as suggested by mentor, meeting deadlines	5	
		Student Seminar (participation & presentation)	10	
	III Semester 30 marks	Attending regular meetings, frequent discussions, work done as suggested by mentor, meeting deadlines	5	
		<u>Presentation in Conference/Seminar</u> Tier I institutions (IIMs, IITs, NITs, IISc) – 25 Tier II institutions (B Schools) – 15 Tier III institutions (University Affiliated) - 10	25	
	IV Semester 10 marks	<u>Internal Presentation</u> Identification of research problem (significance and relevance of the problem), Literature review, Research methodology/clarity in research design (research paper) clarity of thoughts; flow of information (case study), Description and analysis of data, Contribution to academics, society and scope for future research	10	
TOTAL			50	
SEE 50 marks	IV Semester	<u>Paper publication in Journals</u> UGC Care Group I – 30 UGC Care Group II – 40	40	
		OR Paper publication in Scopus/WOS/ABDC indexed Journals	40	
		Presentation and Viva	10	
		TOTAL	50	

Phases	Phasewise submissions
Phase I	Group details; research topic; agreement form
Phase II	Submission of Introduction, Literature review, Objective of the study, Research Methodology (Draft)
Phase III	Submission of Result analysis, Discussion & Conclusion (Draft)
Phase IV	Submission of Manuscript (Final copy)
Phase V	Submission of proof of presentation or publication