



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Name of Program M.TECH (Textile Engineering)

Name of Program M.TECH (Remote Engineering)											
SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI202	ODS	RESEARCH METHODOLOGY	60	20	20	0	0	2	1	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. The objective of the course is to equip the students with the concept and methods of Business Research.
2. To plan and design business research using scientific and statistical methods.

Course Outcomes (COs):

Students will be able:

1. To demonstrate understanding of research methodology.
2. To apply the statistical concepts in business research.
3. To validate statistical statements relating to business research.

Course Contents:

Unit I

Business Research

1. An overview: Research process
2. Types of Research - Exploratory Research, Descriptive Research, Casual Research, Analytical Research
3. Problem formulation, Management problem v/s. Research problem
4. Approaches to Research
5. Importance of literature review
6. Business Research Design: Steps involved in a research design

Unit II

Sampling and Data Collection

1. Sampling and sampling distribution: Meaning, Steps in Sampling process
2. Types of Sampling - Probability and Non probability Sampling Techniques
3. Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages
4. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

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Unit III

Measurement and Scaling Techniques

1. Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement
2. Attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale

Unit IV

Statistical Tools for Data Analysis

1. Measures of central tendency - Mean, Median, Mode, Quartiles, Deciles and Percentiles
2. Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness
3. Correlation - Karl Pearson's coefficient of Correlation, Rank Correlation
4. Regression: Method of Least Squares
5. Formulation of hypothesis
6. Testing of hypothesis
7. Type I and Type II Errors.
8. Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way classification.
9. Non parametric tests - Chi-Square test

Unit V

Report Writing

1. Reporting Research
2. Types of reports
3. Characteristics of a research report

References:

1. Malhotra Naresh K. (2008). Marketing Research. Pearson publishers, Latest Edition.
2. Zikmund, Babin, Carr, Griffin (2003). Business Research Methods. Cengage Learning, India, Latest Edition.
3. Cooper Donald R and Schindler Pamela S. (2006). Business Research Methods. McGraw-Hill Education, Latest Edition.
4. Anderson, Sweeney, William, Cam (2014). Statistics for Business and Economics. Cengage Learning, Latest Edition.
5. Krishnaswami O. R., Ranganatham M. (2011). Methodology of Research in Social Sciences. Himalaya Publishing House, Latest Edition.
6. Levin and Rubin (2008). Statistics for Management. Dorling Kindersley Pvt Ltd, Latest Edition.
7. Sekaran Uma (2003). Research Methods for Business. Wiley India, Latest Edition.
8. Gupta S. P. (2014). Statistical Methods. Sultan Chand and Sons, Latest Edition.
9. Aczel and Sounderpandian (2008). Complete Business Statistics. Tata-McGraw Hill, Latest Edition.
10. Kothari C. R. (2004). Research Methodology. Vishwa Prakashan, Latest Edition.

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Name of Program M.TECH (VLSI Engineering)											
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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301C	ODS	HUMAN VALUES AND PROFESSIONAL ETHICS	60	20	20	0	0	2	1	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Course Outcomes (COs):

1. To help the learners to determine what action or life is best to do or live
2. To right conduct and good life
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

Course Contents:

Unit I

Human values:

Values, Type of Values –competent, instrumental, terminal, extrinsic & intrinsic values; Hierarchy of values; Dysfunctionality of values. Basis of values: Philosophical, Psychological and socio-cultural

Unit II

Theories and models of value development:

Theories of Value Development -Psycho-analytic

Learning theory –social learning Models of Value Development -Value Analysis, Inquiry, Social Action.

Unit III

Professional ethics:

Meaning, Objectives, Sources of Ethics, Ethics V/s Morals and Values, Ethico-Moral Action, Theories of Ethics, Codes of Ethics.

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Unit IV

Human behaviour – Indian thoughts:

Guna Theory, Sanskara Theory, Karma Theory, Nishkama Karma Yoga and Professionalism.

Unit V

Globalization and ethics:

Impact of globalization on Indian corporate and social culture, Corporate Citizenship, Environmental Protection, Social Welfare and Community Development Activities.

References:

1. Beteille, Andre - Society and Politics in India,
2. Chakraborty, S. K. - Values and Ethics for Organisations,
3. Fernando, A.C. - Business Ethics - An Indian Perspective, Pearson
4. Charles D. Fleddermann, "Engineering Ethics", Pearson Education / Prentice Hall, New Jersey, (Indian Reprint)
5. John R Boatright, "Ethics and the Conduct of Business", Pearson Education, New Delhi,
6. Crane, Andrew and Dirk Matten. Business ethics. latest ed. Oxford University Press Inc., New York.
7. Murthy, C.S.V., Business Ethics – Text and Cases, Himalaya Publishing House Pvt. Ltd., Latest Ed.
8. Naagrajan,R.R., Professional Ethics and Human Values, New Age International Publications

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Name of Program M.TEEX (Textile Engineering)											
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MTTX301	CDS	DISSERTATION (PART - I)	0	0	0	200	100	0	0	28	14

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Course Educational Objectives (CEOs):

1. Course will exposed the students to the method of the starting the research work through literature review and analysis of a particular problem.
2. Course will provide the students about the latest instrument and machinery in the institute lab, various research lab and industry..

Course Outcomes (COs):

Students will be able:

1. Apply the knowledge to study a particular problem
2. Analyse and solve the problem coming during their research work.
3. To create a aptitude for a research work

Course Contents:

Each student will work in the institute lab / outside research / industry institute to study and conduct their research work.

The student may work thoroughly on the literature review and try to understand the problem

The student may start their project work to a particular project under the guidance of the faulty guide allotted to them.

Each student has to give three power point presentation during the semester in front of the senior faculty members and research scholars.

At the end of the semester each student will be required to submit a report of their work done during the semester which will be assessed by their guide for the internal valuation. The student are also required to appear in the end sem exam.

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