



**DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE & TECHNOLOGY, MURTHAL
SONEPAT**

SCHEME OF STUDIES & EXAMINATIONS

MBA2nd YEAR (SEMESTER-IV)

Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2019-20)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSC	MBA-202-C	Entrepreneurship	4	-	-	4	75	25	-	100	3 hours
DSC	MBA-204-C	Indian Ethos, Business Ethics and Corporate Governance	4	-	-	4	75	25	-	100	3 hours
SEEC	MBA-206-C	Project Report*	-	-	-	4	75	25	-	100	3 hours
AECC	MBA-208-C	Comprehensive Viva-Voce	-	-	-	2	50	-	-	50	
DSE		Specialization I-Elective III	4	-	-	4	75	25	-	100	3 hours
DSE		Specialization I-Elective IV	4	-	-	4	75	25	-	100	3 hours
DSE		Specialization II-Elective III	4	-	-	4	75	25	-	100	3 hours
DSE		Specialization II-Elective IV	4	-	-	4	75	25	-	100	3 hours
										750	

NOTE :

In forth semester, students will opt two papers from Specialization III and Specialization IV (the choice of specializations will remain same as opted in the third semester)

- * One hour teaching load will be counted for every teacher for project work.
- * Project Report will be evaluated by an external examiner(s) appointed by the University on the recommendation of the Board of Post Graduate Studies and Research.





Discipline Specific Elective for 4th Semester

FINANCIAL MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	FM-06-C	Investment Analysis and Portfolio Management	4	-	-	4	75	25	-	100	3 hours
DSE	FM-07-C	Financial Derivatives	4	-	-	4	75	25	-	100	3 hours
DSE	FM-08-C	Project Appraisal and Finance Valuation	4	-	-	4	75	25	-	100	3 hours
DSE	FM-09-C	International Finance	4	-	-	4	75	25	-	100	3 hours
DSE	FM-10-C	Mergers, Acquisitions and Corporate Restructuring	4	-	-	4	75	25	-	100	3 hours

MARKETING MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	MM-06-C	Integrated Marketing Communications	4	-	-	4	75	25	-	100	3 hours
DSE	MM-07-C	International Marketing	4	-	-	4	75	25	-	100	3 hours
DSE	MM-08-C	Product & Brand Management	4	-	-	4	75	25	-	100	3 hours
DSE	MM-09-C	Sales & Distribution Management	4	-	-	4	75	25	-	100	3 hours
DSE	MM-10-C	B2B Marketing	4	-	-	4	75	25	-	100	3 hours

HUMAN RESOURCE MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	HRM-06-C	Employee Relations	4	-	-	4	75	25	-	100	3 hours
DSE	HRM-07-C	Training and Development	4	-	-	4	75	25	-	100	3 hours
DSE	HRM-08-C	Managing Interpersonal Skills	4	-	-	4	75	25	-	100	3 hours
DSE	HRM-09-C	International HRM	4	-	-	4	75	25	-	100	3 hours
DSE	HRM-10-C	Performance Management Systems	4	-	-	4	75	25	-	100	3 hours

INTERNATIONAL BUSINESS MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	IB-06-C	International Marketing Management	4	-	-	4	75	25	-	100	3 hours
DSE	IB-07-C	Cross Cultural Management	4	-	-	4	75	25	-	100	3 hours
DSE	IB-08-C	International Trade Laws	4	-	-	4	75	25	-	100	3 hours



DSE	IB-09-C	Management of Multinational Corporations	4	-	-	4	75	25	-	100	3 hours
DSE	IB-10-C	International Trade Theory and Practice	4	-	-	4	75	25	-	100	3 hours

MANAGEMENT INFORMATION SYSTEM

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	IT-06-C	Knowledge Management	4	-	-	4	75	25	-	100	3 hours
DSE	IT-07-C	Information Security & Cyber Law	4	-	-	4	75	25	-	100	3 hours
DSE	IT-08-C	Data Mining for Business Decisions	4	-	-	4	75	25	-	100	3 hours
DSE	IT-09-C	Enterprise Resource Planning	4	-	-	4	75	25	-	100	3 hours
DSE	IT-10-C	Strategic Management of Information Technology	4	-	-	4	75	25	-	100	3 hours

OPERATIONS MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	OM-06-C	Operations Strategy	4	-	-	4	75	25	-	100	3 hours
DSE	OM-07-C	Technology Management	4	-	-	4	75	25	-	100	3 hours
DSE	OM-08-C	Manufacturing Systems Management	4	-	-	4	75	25	-	100	3 hours
DSE	OM-09-C	Sourcing Management	4	-	-	4	75	25	-	100	3 hours
DSE	OM-10-C	Supply Chain Analytics	4	-	-	4	75	25	-	100	3 hours

PUBLIC POLICY MANAGEMENT

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	PPM-06-C	Public Policy Evaluation	4	-	-	4	75	25	-	100	3 hours
DSE	PPM-07-C	Social Marketing	4	-	-	4	75	25	-	100	3 hours
DSE	PPM-08-C	Sustainable Development	4	-	-	4	75	25	-	100	3 hours
DSE	PPM-09-C	Rural Development	4	-	-	4	75	25	-	100	3 hours
DSE	PPM-10-C	Indian Social and Political	4	-	-	4	75	25	-	100	3 hours



Entrepreneurship

MBA-202-C

L T P Credit
4 - - 4
Time:3hours

ExternalTheoryMarks : 75
InternalMarks : 25
TotalMarks : 100

CourseObjective:

The main objective of the course is to expose the students to the growth of entrepreneurship in developing countries and acquaint with the establishment and running of a new enterprise

Course Outcomes:

At the end of the course, the students will be able to:

- CO1: Understand basic concepts of entrepreneur and entrepreneurship.
- CO2: Identify business opportunities, models of evaluation and developing business plan. CO3: Delineate the perspective of Social and Women Entrepreneurship in India.
- CO4: Identify the problems and prospects of MSMEs in India and the sources of finance.

CourseContents:

Unit-I: Entrepreneurship: Concept and Definitions of Entrepreneur & Entrepreneurship; Classification and Types of Entrepreneurs; Traits/Qualities of an Entrepreneurs; Cultural Diversity of an Entrepreneurship; Entrepreneurship's Challenges; Myths concerning Entrepreneurship; Factor affecting Entrepreneurial Growth – Economic & Non-Economic Factors; Entrepreneurship Process; EDP Programmes.

Unit-II: Innovation Technology Management: Identification of Business opportunities; recognition of a good business opportunity; Models of Opportunity Evaluation: RAMP Model & Seven-domain Framework; Generation of Business Idea; Approach & techniques of Business Idea. Business Plan : Purpose of Business Plan; Contents of Business Plan; Presenting of Business Plan; Why Business plan Fails; procedure for setting up an Enterprise. Project Report Preparation; Specimen of Project Report.

Unit-III: Indian Models in Entrepreneurship: Social Entrepreneur: Introduction; Characteristics, Need, Types and Motivations of Social Entrepreneur; Benefits of Social Entrepreneur; Supporting Social Entrepreneur; Evaluating Social Performance. Women Entrepreneurship: Role & Importance, Profile Women Entrepreneur, Emerging Eco-System for Women Entrepreneur; Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit-IV: Developments of Entrepreneur: Micro, Small and Medium Enterprises: Concept & definitions; Role & Importance; MSME Act 2006, Current Scheme of MSME-Technology Up-gradation Scheme, Marketing Assistance Scheme, Certification Scheme, Credit-rating scheme, Problems facing MSME. Financing the venture: Introduction, Different stages of Money, Sources of Finance, Seed Funding, Venture Capital Funding, Funding from Banks & Lease Financing.

Recommended Books:

1. Roy Rajeev, Entrepreneurship 2/e, Oxford University Press.
2. Charantimath, Poornima, "Entrepreneurship Development and Small Business Enterprises", Pearson Education, New Delhi.

Reference Books:

1. Roy Rajeev, Entrepreneurship 2/e, Oxford University Press.
2. Charantimath, Poornima, "Entrepreneurship Development and Small Business Enterprises", Pearson Education, New Delhi.
3. Norman M. Scarborough, "Essentials of Entrepreneurship & Small Business Management", PHI, Delhi
4. Vasant Desai, "Entrepreneurial Development and Management", Himalaya Pub. House, New Delhi.
5. Kumar Arya, "Entrepreneurship: creating and leading an entrepreneurial organization", Seventh Impression, Pearson Education. Holt, "Entrepreneurship: New Venture Creation", Prentice Hall, New Delhi



Indian Ethos, Business Ethics and Corporate Governance

MBA-204-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objective:

This course seeks to educate the students about Indian ethos, social and ethical matters corporate governance in business, and make them sensitive to the consequences of their decisions.

Course Outcomes:

After completing the course students would be able to:

CO1:

Understand the origin of corporate governance, corporate governance mechanism and corporate survival. CO2: Describe the role of Board of Directors, board structure and role of SEBI.

CO3: Elaborate the concepts of business ethics and ethical issues.

CO4: Apply the ethical theories in different functional areas of business.

Course Contents:

Unit-I: Origin and Development of Corporate governance, Theories underlying Corporate Governance

(Stakeholder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo-American Model, German Model, Japanese Model, Indian Model, OECD, emphasis on Corporate governance, Ethics and Governance, Process and Corporate Governance (Transparency, Accountability and Empowerment).

Unit-II: Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non-executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India, Kumaramangalam Birla Committee, CII Code on Corporate Governance, Cadbury Committee, Clause 49 of Listing Agreement.

Unit-III: Definition and Nature of Business ethics, Need and benefit of business ethics, History of the development of business ethics, Arguments for and against business ethics, Economic issues, Competitive issues, Legal and Regulatory Philanthropic issues, Framework for ethical decision-making Individual factors, organizational factors, Corporate Governance-a dimension of ethical making

Unit-

IV: Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business – Utilitarianism, Deontology, Virtue Ethics. Economic Justice: Distributive Justice, John Rawls Libertarian Justice (Robert Nozick). Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising). Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute.



HR: Workers Right and Duties: Workplacesafety, sexualharassment, whistles blowing, glass ceilingand employeediscrimination.

RecommendedBooks:

1. Mathur,U.C.“CorporateGovernance&BusinessEthics”,McMillan

ReferenceBooks:

1. Albuquerque:BusinessEthics,OxfordUniversityPress.
2. SatishKumar:CorporateGovernance,OxfordUniversityPress.
3. Hartman,LauraP;“PerspectivesinBusinessEthics”,McGraw-Hill.
4. C.V.Baxi,“CorporateGovernance”,ExcelBooks,NewDelhi.
5. Velasquez,“BusinessEthics–ConceptsandCases”,PrenticeHall,NewDelhi
6. Chakraborty,S.K.“EthicsinManagement”.NewDelhi:OxfordIndia.





Project Report

MBA-206-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objectives:

Course Outcomes:

After completing the course students would be able to:

- CO1: Choose an appropriate topic for study, clearly formulate and state a research problem.
- CO2: Compile the relevant literature on the selected research topic and frame hypotheses as applicable.
- CO3: Plan a research design and compile relevant data.
- CO4: Interpret, analyze the data collected, and to prepare the research report.

PROJECT REPORT

Every student will be required to submit a research proposal by the end of the Third Semester and it will be pursued by him/her under the supervision of an internal supervisor. Two hard copies and a soft copy of the Project Report will be submitted by the students on or before the date notified by the University.

PROJECT REPORT EVALUATION

The Project Report shall be evaluated by External (75 marks) and Internal (25 marks) Examiners. The internal assessment shall be done by the concern supervisor of the candidate. The external assessment shall be done on the basis of evaluation by an external expert appointed by University on the recommendation of Chairman, Board of Postgraduate Studies and Research.

- a) A candidate shall prepare her/his dissertation under the supervision of a teacher of the Department. Any joint supervisor or (Intra-departmental, Inter-departmental, External Institution or Industry), may also be associated in supervision, if desirable, but the reasons for recommendation of Joint Supervisor will be recorded in the project report. Allotment proceedings. The inter-departmental or external supervisor can be appointed only as a joint supervisor and her/his prior written consent shall be submitted by the candidate to the Department.
- b) Project Report will be evaluated as per scheme of examination. A candidate shall submit her/his Project report as prescribed in scheme of examination (if any). In case a candidate's Project is rejected or s/he is unable to complete it within the prescribed period for her/his category, s/he may be dealt as reappear in that paper and will be dealt accordingly.
- c) A student scoring 'F' grade in the project report exam shall have to submit her/his project report after making all corrections/improvements & this project report shall be evaluated as above.

Detailed guidelines for the specific aspects and prescribed format of the Project and its report are attached at Annexure 'B'.



Comprehensive Viva- Voce
MBA- 208C

External Marks:50

Course Objective: The objective of the course is to assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the four semesters of the course.

Course Outcomes:

After completing the course students would be able to:

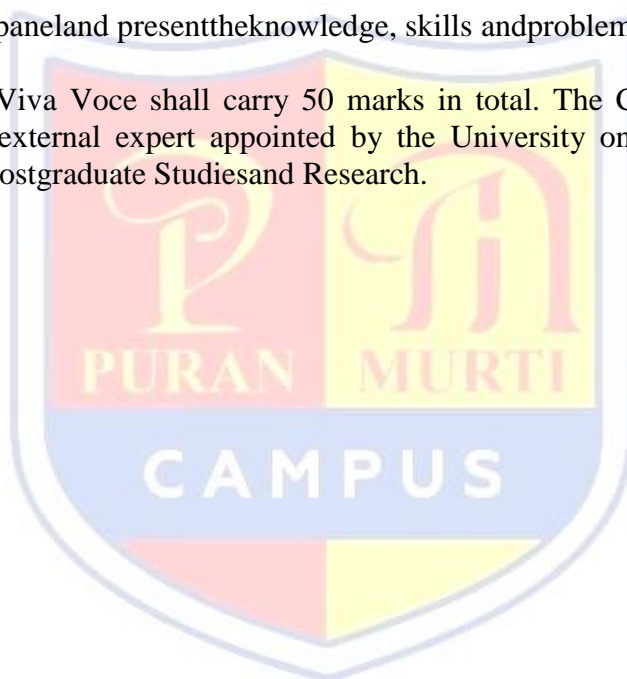
CO1: Acquire knowledge and skill to face the interview panel.

CO2: Comprehend the knowledge gained during the course of study.

CO3: Equip with analytical and evaluation abilities to respond to impromptu questions by the panel of examiners.

CO4: Face the expert panel and present the knowledge, skills and problems in the most efficient way.

The Comprehensive Viva Voce shall carry 50 marks in total. The Comprehensive viva-voce shall be taken by an external expert appointed by the University on the recommendation of Chairman, Board of Postgraduate Studies and Research.





Public Policy Evaluation

PPM-06-C

External Marks: 50

Course Objective: The objective of the course is to assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the four semesters of the course.

Course Outcomes:

After completing the course students would be able to:

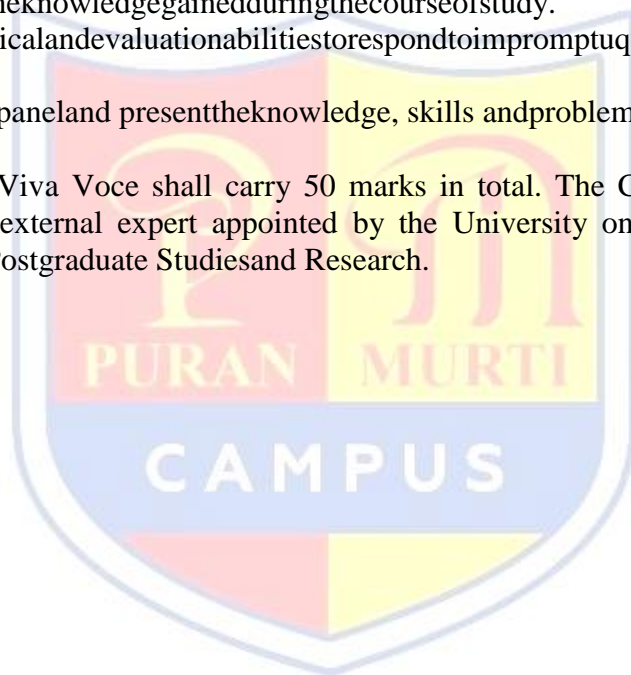
CO1: Acquire knowledge and skill to face the interview panel.

CO2: Comprehend the knowledge gained during the course of study.

CO3: Equip with analytical and evaluation abilities to respond to impromptu questions by the panel of examiners.

CO4: Face the expert panel and present the knowledge, skills and problems in the most efficient way.

The Comprehensive Viva Voce shall carry 50 marks in total. The Comprehensive viva-voce shall be taken by an external expert appointed by the University on the recommendation of Chairman, Board of Postgraduate Studies and Research.





Public Policy Evaluation

PPM-06-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objective:

The objective of this course is to make students familiar with the public policy evaluation concept, approaches, criterion of evaluation and the ethics involved in it so that a comprehensive fair evaluation process of public policies can be understood.

Course Outcomes:

After completing the course students would be able to:

- CO1: Understand the basic concept of policy evaluation and performance appraisal.
- CO2: Describe various policy evaluation approaches and policy impact.
- CO3: Illustrate the different criteria for evaluation and policy monitoring.
- CO4: Learn ethics in public policy and impact of global events on national policy agenda.

Course Contents:

Unit-I:

Policy Evaluation: Introduction, concept of Policy Evaluation, evaluation types: Performance appraisal, Audit, Result evaluation, Impact assessment; functions of evaluation; criteria for evaluation; issues of the acceptability of evaluation results; problems in evaluation policy; constraints of public policy evaluation.

Unit-II:

Approaches to policy evaluation & policy impact: Introduction, Evaluation as rational analysis, Evaluation as a tool of HRM, Multi-list approach, Design approach, Negotiation approach, Evaluating impact.

Unit-III: Criteria for evaluation: Efficiency, Effectiveness, Adequacy, Equity, Responsiveness; Evaluating Policy: Building framework for policy analysis, Evaluation Research, Cost-Benefit Analysis, Funding for policy analysis, Policy monitoring: Techniques for monitoring- Technical performance, time performance, cost performance.

Unit-IV: Ethics and Public Policy, Performance and Performance Management. Policy performance: Evaluating Impact, Purpose of impact assessment, Methods of impact assessment; Evaluating Agencies; Globalization of National policy-making: impact of global events on national policy agenda.

Recommended Books:

1. R.K.Sapru, Public policy: Formulation, Implementation & Evaluation, Sterling Publisher Private Limited, New Delhi.
2. Prabir Kumar De, Public Policy & Systems, Pearson Education, New Delhi.
3. R.K.Sapru, Public policy: Art & craft of policy analysis, PHI Learning Private Limited, New Delhi.

Reference Books:

1. Stuart S. Nagel, Handbook of Public Policy Evaluation, Sage Publications, New Delhi.



Social Marketing

PPM-07-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objective:

The objective of the course is to familiarize the student to design social campaigns with a view to bring change in the behavior of the public in the fields of public health and environment.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the basic concept, approaches and planning process of social marketing. CO2: Learn about social marketing environment and target audiences.

CO3: Describe about campaign objectives and social marketing strategies.

CO4: Illustrate the promotional strategies, plan evaluation and monitoring of social marketing.

Course Contents:

Unit-I: Social Marketing: Concept, Scope, Comparison with Commercial Marketing, Approaches to influence public behavior; Social Marketing Planning Process; Elements of Campaign.

Unit-

II: Social Marketing Environment: Campaign Focus and purpose, Mapping the Internal and External Environments; Establishing Target Audiences; Target Marketing.

Unit-

III: Setting Campaign Objectives and Goals: Behavior Objective, Knowledge Objective, Belief Objective; Social Marketing Strategies: Product in social marketing, Price of a social marketing product.

Unit-

IV: Promotional Strategies: Types of Media Channels, Choosing Media Vehicles, Timings and Factors Influencing media strategies; Plan Evaluation and Monitoring: Outcome measures, Process Measures; Establishing Budgets and finding Funding Sources.

Recommended Books:

1. Philip Kotler, Ned Roberto, Nancy Lee, "Social Marketing: Improving the quality of life", Sage Publication.
2. Nancy R. Lee, Philip Kotler, "Social Marketing; Influencing Behavior for Good", Sage Publication.

Reference Books:

1. Philip Kotler, Eduardo L. Roberto, Ned Roberto, "Social marketing: strategies for changing public behavior" Free Press.
2. R. Kraig Lefebvre, "Social Marketing and Social Change", Wiley.
3. Hong Cheng, Philip Kotler, Nancy R. Lee, "Social Marketing for Public Health: Global Trend and Success Stories", Jones and Bartlett Publishers, LLC



Sustainable Development

PPM-08-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

To enable the student to gain acumen, insight and through knowledge relating to the various aspects of sustainable development.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the basic concept of sustainability and corporate social responsibility.

CO2:

Know about corporate sustainability reporting frameworks, environmental and economic responsibilities. CO3: Learn about the legal framework, principles, conventions, treaties of sustainable development.

CO4: Describe the concept of integrated reporting, corporate manslaughter and corporate homicide act.

Course Contents:

Unit I: Meaning and Scope, Corporate Social Responsibility and Corporate Sustainability, Sustainability Terminologies and Meanings, Why is Sustainability an Imperative Sustainability Case Studies, Triple Bottom Line (TBL).

Unit II: Corporate Sustainability Reporting Frameworks, Global Reporting Initiative Guidelines National

Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business, International Standards, Sustainability Indices, Principles of Responsible Investment, Challenges in Mainstreaming Sustainability Reporting, Sustainability Reporting Case Studies.

Unit III: Legal Framework, Conventions, Treaties on Environmental and Social Aspects, Principle of Absolute Liability. UN Conference on Human Environment, UN Environment Programme, Brundtland Commission, UN Conference on Environment and Development, Rio Declaration on Environment and Development, Statement of Forest Principles, UN Framework Convention on Climate Change, Convention on Biological Diversity, Kyoto Protocol, Bali Roadmap, United Nations Conference on Sustainable Development (Rio+20), Millennium Development Goals, International Labour Organisation, Environmental Protection in India, Ecomark.

Unit IV: Contemporary Developments – Integrated Reporting, Rule in Rylands v. Fletcher, Applicability of Rylands Doctrine in India, Industrial Disasters, Hazardous or inherently dangerous industry, Departure from Rylands v. Fletcher, Water Pollution, Corporate Manslaughter and Corporate Homicide Act 2007, UK.

Recommended Books:

1. John F. Steiner and George A. Steiner, Business, Government, and Society: A Management Perspective, Text and Cases, 2012, McGraw



- awHill, NewDelhi.
2. AndrewCraneandDirkMatten,BusinessEthics:ManagingCorporateCitizenshipandSustainabilityinThe AgeofGlobalization,OxfordUniversityPress, UK.
 3. Allenby,BR1993,IndustrialEcology,New York,PrenticeHall.
 4. HandBookofSustainableDevelopment,2Edn,thCheltenham,UK,EdwardElgar

ReferenceBooks:

1. Boarright,JR,2012,EthicsandConductofBusiness,7Edn,U^{pp}erSaddleRiver,NJ:PearsonEducation.
2. Brown,MT,2005,CorporateIntegrity:RethinkingOrganizationalEthicsandLeadership,Cambridge:CambridgeUniversityPress.
3. Crane,A.MattenD.andMoon,J,2008,CorporationandCitizenship,Cambridge:CambridgeUniv.Press.
4. Crane,A.2000,Marketing,moralityandnaturalenvironment,London,Routledge.
5. Parkinson,J.E.1993,Corporatepowerandresponsibility,OxfordUniversityPress
6. Part,A.2009,Hijackingsustainability,Cambridge,MA,MITPress
7. Yaziji,M.andDohJ.2009,NGOandCorporations:ConflictandCollaboration,Cambridge:CambridgeUniversityPress.
8. Zadek,S.Pruzan,P.andEvans,R.(eds)1997,Buildingcorporateaccountability,emergingpracticesinsocialandethicalaccounting, auditingandreporting, London, Earthscan.





Rural Development

PPM-09-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objective:

The student will be able to understand the concept of Rural Development, Approaches and Strategies, analyse the implementation of major development and welfare programmes, identify the institutions involved in rural development and evaluate the concerns of rural development Information system

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the basic concepts of rural development, approaches and sectoral issues in rural development

CO2:

Know about the structure, functions and role of different levels of Institutions in rural development. CO3: Illustrate the concept of RDIS, its planning, implementation, and emerging trends.

CO4:

Describe different Development and Welfare Programmes, PPP and CSR Initiatives in rural development

Course Contents:

Unit I: Introduction: Rural Development: Concept, Elements, Importance and Scope - Approaches: Sectoral, Area Approach, Target Group Approach, Participatory Approach, Integrated Approach - Strategies of Rural Development
- Rural Management: Scope and Significance of Rural Management - Economic perspectives of Rural Development: Lack of access to assets, Microfinance, Capital market - Sectoral Issues in Rural development: Agriculture, Industries, Land Reforms.

Unit II: Institutions for Rural Development and Management: Structure, Functions and Role in Rural Development National level Institutions: Planning Commission, Ministry of Rural Development, Ministry of Panchayati Raj, NIRD, CAPART and NABARD; State Level Institutions: State Planning Board, State Institute of Rural Development and Kerala Institute of Local Administration - District & Other Level Institutions: District Planning Committee; Panchayati Raj Institutions - Community Based Institutions - Scientific inputs and support from the Institutions like ICAR, ISRO, CSIR Institutes, etc.

Unit III: Rural Development Information System (RDIS): Management Information System - Impact of MIS on organization - RDIS: RD professionals' responsibility in phase of RDIS development - RDIS Planning & RDIS Implementation - Emerging Trends in RDIS.



Unit IV: Major Development and Welfare Programmes: Mahatma Gandhi National Rural Employment Guarantee Programme (MGNREGS) - Swarnajayanti Gram Swarajgar Yojana / National Rural Livelihood Mission (NRLM) - Indira Awaas Yojana (IAY) - National Rural Health Mission (NRHM) - Total Sanitation Programme (TSP) - Swajaldhara-Backward Region Grant Fund (BRGF) – Pradhan Mantri Grameen Sadak Yojana (PMGSY) – Integrated Wasteland Development Programme (IWDP) - Provisions of Urban Amenities in Rural Areas (PURA) – PPP/CSR Initiatives in Rural Development.

Recommended Readings

1. Prasad, B.K. (2003), Rural Development: Concept, Approach and Strategy, New Delhi
2. Sarup & Sons. Singh, Katar. (2009). Rural Development – Principles, Policies and Management, New Delhi: Sage.
3. Srivastava, Madhuri and Alok Kumar Singh (Eds.) (2008), Rural Development in India: Approaches, Strategies, and Programmes, New Delhi: Deep and Deep Publications.
4. Sundaram, Satya. (2002), Rural Development Mumbai: Himalaya.

Reference Books:

1. Government of India. (2012), Greening Rural Development in India, New Delhi: Ministry of Rural Development and UNDP.
2. Singh, Katar and RSPundir. (2000), Co-operatives and Rural Development in India, IRMA. India Rural Development Report 2013-14, Hyderabad: Orient Blackswan.





Indian Social and Political System

PPM-10-C

L T P Credit
4 - - 4
Time: 3 hours

External Theory Marks : 75
Internal Marks : 25
Total Marks : 100

Course Objective:

The objective of this paper is to make students familiar with the framework of social and political system in the country and how social and political system works.

Course Outcomes:

After completing the course students would be able to:

CO1:

Understand the Indian model of political system, fundamental rights, judiciary and civil services
CO2: Describe the philosophy of political science and the relationship with social sciences.

CO3: Learn about the concepts of sociology, political science and Indian social institutions.
CO4: Illustrate about societies, social stratification, social issues and problems.

Course Contents:

Unit-I: Significance of the Indian Model of Political System; Nationalist Movement – Socio-economic and philosophical foundation of Indian Constitution; Fundamental rights – Directive principle of state policy; Federalism and Centre-State Relations. Prime Minister – Cabinet and Parliament; Judiciary and Judicial Review; Role of Civil Services – Role of Caste; Religion, Language and Regionalism – Concept of Dominant Caste Morris Jone’s – Three Idioms of Indian Politics.

Unit-II: Political Science-

Politics, Political Philosophy, Political Thought, Political Theory, Political Science-Approaches, Debates & Trends, Relationship with Social sciences.

Unit-

III: Sociology: Nature, Scope & Significance; Relationship with History, Economics, Political science, Anthropology & Psychology; Basic Concepts: Society, Community, Association, Social structure, Status & Role, Norms & values. Indian Social Institutions: Kinship, Family, Marriage; Caste and its Changing Dimensions.

Unit-IV: Societies: Types and Characteristics- Tribal, Rural, Urban, Industrial and Post-Industrial; Processes of Social Change: Characteristic Features of Industrialization, Modernization, Globalization and Secularization; Social Stratification: Concept and Bases; Forms-



Caste, Class, Power & Gender; Social Issues and Problems: Secularism and Religious Minorities,
Inequality of Caste, Divorce; Problems of Aged, Corruption.

Recommended Books:

1. Ahuja, Ram (2001): Indian Social System, New Delhi: Rawat Publication
2. Fulcher & Scott (2003): Sociology, New York: Oxford University Press.
3. Rajni Kothari, Politics in India, Orient Longman Private Limited, New Delhi
4. Ahuja, Ram (2000): Social Problems in India, New Delhi: Rawat Publications

Reference Books:

1. N.D. Arora, Political Science, Tata McGraw Hill.
2. Bottomore, T.B. (1972): Sociology: A Guide to Problems and Literature, Bombay: George Allen and Unwin (India).
3. Fulcher & Scott (2003): Sociology, New York: Oxford University Press
4. Inkeles, Alex (1987): What is Sociology? New Delhi: Prentice-Hall of India
5. Ahuja, Ram (1997): Society in India: Concept, Theories and Recent Trends, Jaipur: Rawat Publication





SUMMER INTERNSHIP GUIDELINES

As part of the requirements to be fulfilled for the award of the degree of Masters in Business Administration (MBA) from Deenbandhu Chhotu Ram University of Science & Technology, Murthal students are expected to undergo a 4-6 weeks summer internship after their second semester and during their summer break. The candidates are expected to present a report on the same in their third semester. This document contains details of expected practices and guidelines with respect to the summer internship and subsequent report. Clearly general guidelines such as these may not cover all circumstances. Particular emphasis and minor adjustments may be necessary in individual cases. Such adjustments are to be brought to the notice of the faculty and only on their approval it should be incorporated in the report. It is thus imperative that students consult their faculty members for specific advice and guidance on matters pertaining to the design and content of internship and of course, the reporting of it.

Plagiarism check is compulsory and the report for the same is mandatory to be included in the Summer Internship Report. Plagiarism can be max 10%. However, Company Profile chapter may be excluded from Plagiarism check.

PART 1: THE SUMMER INTERNSHIP

Every participant of the MBA 2 Year course is expected to undergo 4-6 weeks of summer internship during their summer break after second semester examinations. They are also required to submit a report on the same in their third semester which will be treated at par with a full course.

1.1 Objectives of the Summer Internship

- To provide extensive exposure to the participant of hands-on experience in diverse kind of organizations like Industrial, Social, Government, NGO's etc.
- To provide participants an opportunity for application of knowledge and techniques learnt in the first year of their programme to real problems and to test out and enrich one's understanding, knowledge and skills



- To give participants an insight into the working of the real organizations and gaining deeper understanding of specific functional areas
- To help participants develop an appreciation for the linkages among different functions and developing a realistic managerial perspective about organizations in their totality
- To provide a platform for the corporate to test the reliability, quality and performance of the participants and make a match for final job offer later if they so deem fit

1.2 Supervision

During the internship the student will be under the supervision of a person in the organization who will act as his/her corporate guide. He/she will provide guidelines on how the student should work during the stay with the organization. In addition, each student will be guided by a faculty of Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal. The student will be required to report to the faculty guide immediately after joining the company for the internship (Format as in the Annexure I). The student is required to meet the faculty guide before departing for the summer internship and take necessary instruction from him/her.

The faculty guide may consult the corporate guide from time to time for obtaining information on the progress of the internship of the student.

1.3 Participant's Conduct during the Internship

The participants are required to be thorough professional during the course of their internship. Following are certain Do's and Don'ts that the participants are expected to follow:

1. The participants are required to abide by the rules of the organization where they are undergoing their internship
2. The corporate organization will be taking a strong view of the punctuality and behavior of the participant during the internship and therefore the participant is required to be on his/her best behavior and inculcate the good norms of the organization.
3. In case a participant has to take leave of absence, he/she has to take necessary permission from the organization and the faculty guide before he/she proceeds on leave.
4. In case the participant is to take up project-based work at the instance of the company he/she should conduct it to his/her best capabilities under the guidance of the faculty/corporate guide.
5. No participant should try to copy or use information in such a way that will project false and baseless for the company. All participants are required to maintain strict confidentiality of any information they come across in the organizations in course of their internship. The participants involved in any malpractices shall be duly penalized.
6. Be active, enthusiastic, motivated, energetic, pro-active and work hard
7. Try to plan your time and what you expect from summer internship week by week
8. Keep a daily/weekly record of the progress of your internship
9. Maintain a healthy and cordial relationship with the people in organization while understanding and respecting the culture of the organization and its structure



10. Do not take the internship lightly and casually and give an impression that you are doing the internship just for the sake of it. Put your heart and soul into it.
11. Try to stay clear from the internal politics and discord that the organization members might have between them.

1.4 Role of the Organization and the Preceptor

The sponsoring organization agrees to provide a preceptor/supervisor to oversee the participant's internship. The preceptor/supervisor should have expertise in assigned project areas, experience and status within the organization, and an interest and competence in supervising and mentoring.

As a mentor, the preceptor/supervisor shares organizational values, experiences and contacts with the student to facilitate a successful organization practice internship.

The preceptor/supervisor provides an orientation to the organization and to the student's specific projects. This may include:

- describing the organizational mission and vision
- introducing the intern to key people within the organization
- arranging informational meetings with key personnel in student's area of interest
- providing information about the target population
- reviewing organizational policies and procedures
- familiarizing the intern with office equipment and procedures

Projects assigned to the student should meet the organization's needs as well as the participant's learning objectives. The preceptor and supervisors assist the participant by providing access to the resources needed to complete the work. The participant is encouraged to apply classroom learning. An ideal project allows the participant to take initiative, work on a team and work with other disciplines.

The participant benefits from attending meetings with management and other leaders within the organization to gain a better understanding of the broader context of the organization. The preceptor is encouraged to invite the participant to observe special meetings and attend in-service training throughout the internship.

The preceptor meets with the participant on a regular basis to discuss progress on projects and learning, as well as any issues that may arise as a result of the participant's activities. Frequent feedback on both strengths and areas for improvement is crucial to the participant's professional development.

If the participant has been assigned a supervisor for the project who is not the preceptor then the preceptor and supervisor should work together to provide the necessary guidance and feedback for the intern. Joint meetings to discuss projects and progress may be helpful.

Conducting informational interviews with key individuals in the organization is another important way for the participant to gain a broad organizational perspective and professional confidence.

1.5 Student's Role and Responsibilities



The internship provides exposure and access within organizations that participants may not otherwise have the opportunity to experience during the early years of their organization careers. The participants are expected to function as a professional, which is reflected in the projects and activities performed and in relationships with the organization's administrators and other staff. The participant is responsible to the preceptor for agreed upon projects and work duties.

Students are expected to:

- assist the preceptor with management of the internship experience
- provide professional quality work
- comply with the policies and procedures of the organization integrate within the structure of the organization
- take initiative in designing or implementing a project
- complete academic and professional assignments related to the placement

PART 2: SUMMER INTERNSHIP REPORT

2.1 Basic Requirements

- All the students have to prepare and submit a written project at the end of the internship.
- Each participant will make at least two hardbound copies of internship report in the recommended format to be submitted to the office of the Chairman individually along with the requisite fees
- The submission is to be made within one month of the completion of the summer internship.
- The copies are to be hardbound copies and should have the content of title page inscribed/pasted on them.
- It is the students' responsibility to organize the binding and make sure that the copies are ready before the submission date.
- The report should include a certificate issued by a competent authority from the company as provided in Annexure I
- The copies must be signed by the supervising authority at the organization only in the bounded form.
- The report should also accompany the Summer Internship Feedback Form (as in Annexure IV) duly signed by the supervisor at the sponsoring company
- This may not necessarily be a statistical or analytical report; it could be learning and experience sharing too.
- Detailed format and guidelines for writing the report are attached herewith for your reference in subsequent sections.

3 PART 3: SPECIFIC ASPECTS OF THE REPORT

What follows is an attempt to provide students with some rules, and some helpful advice on an acceptable practice. However, students are still advised to consult their faculty for more specific advice in relation to their summer internship report.

3.1 The Generic Structure

Certificate from Company

PLAGIARISM VERIFICATION Cum CERTIFICATE



Acknowledgements
Abstract/
Executive Summary
Table of Contents

CHAPTER 1 AIM & ESTABLISHMENT OF THE ORGANISATION

- Establishment of the organisation
- Position in the industry/field/area
- Types of services/products given/produced
- Mission statement and aim of the company

CHAPTER 2 POLICY OF THE COMPANY

This chapter enlists organizational policies concerning customer services, personnel (motivation, how staff are expected to behave etc.) production, advertising / promotion, environment and soon. For example, 'The customer is always right'; 'Do no harm to the environment'; 'Staff must wear uniform'; etc.

CHAPTER 3 ORGANIZATIONAL STRUCTURE OF THE COMPANY

- Departments and functions of each department
- Organizational chart
- Key Personnel

CHAPTER 4 WORK EXPERIENCE

- Project/experiential learning/organizational analysis
- Factors determining policies and programs and the ability of the organization to fulfill its missions such as trends, recent changes internally or externally that might enhance or hinder the ability to proceed as planned. The organizational analysis may be made available, with permission, to students considering an internship at the site in the future.

CHAPTER 5 DESCRIPTION OF WORK RESPONSIBILITIES TAKEN

- Describe the department you worked in
- Layout of the office
- Job description
- Machines, Computer programmes used

CHAPTER 6 EXPERIENCE GAINED AND PROBLEMS FACED

- What did you learn? How will this experience help you in the future?
- Problems faced
- What was missing/lacking?
- How could you have done your work better?
- How could you have gained more experience?

CHAPTER 7 CONCLUSION, SUMMARY AND RECOMMENDATIONS

- Your thoughts, views and comments in general about the company and your work experience

ANNEXURE

Originality Report of Turnitin Including First Page



3.2 Specific Mechanics of the Report

3.2.1 Word Length

The total length of the report is 15,000-25,000 words (70-100A-

4 size pages). This length is exclusive of title and contents page, figures, tables, appendices and references.

3.2.2 Plagiarism, that is, the willful representation of another person's work, without the acknowledgement or the deliberate and unacknowledged incorporation in a student's work of material derived from the work (published or otherwise) of another, is UNACCEPTABLE and will incur the penalty of outright failure.

3.2.3 General Text

Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

Font: Times New Roman, Size 12, Justified (both left and right) alignment

In-text emphasis: Use italics or bold typeface

Paragraphs: 0.5" First line indentation; One and half line spacing with 12 point space after paragraph

Page Margins: Top: 1"; Bottom: 1"; Inside: 1.5"; Outside: 1" (Mirrored layout) **Page numbers:**

- Centered at the bottom of the page
- Roman numerals (i, ii, ...)
should be used from the pages preceding Table of Contents (excluding the title page)
- The main body of the text (where the Introduction) commences on Page 1
- The pages included in Appendices/Annexure are to be numbered in Roman numerals (I, II, ...)

3.2.4 Headings:

- Chapter Headings size 16 in bold typeface
- Sub-Headings size 14 in bold typeface
- Main Chapter headings in block capitals
- Chapter headings left justified at the top of a new page
- All other headings justified and followed by a single line space
- Use sub-headings together with a numbering system used in this document thus giving structure to your work.

3.2.5 Quotations:

- Single line spacing
- Indented left and right
- Justified left and right
- Must include author name, date and page number referring to the parent text

3.2.6 Tables, Figures etc.

- Must be numbered according to the chapter (e.g., Table 5.1 means that it is located in Chapter 5 and that it is the first table presented and discussed in this chapter)
- Must have a title at the top and key (legend) underneath
- The table title must be set in sentence case (only first letter in capital) as follow:
Table 5.1 Summary of sample characteristics
- Only the Table index numbers should be in bold. Rest of the title should be in plain text.



3.2.7 Typing and Proof Reading

Always proofread your copies for good grammar and presentation before handing your work to your supervising faculty. Special attention should be made to the final draft of your report.

Be prepared for the unexpected such as hard disk failure, loss or corruption of CDs and printer failure. Use back-up disks and always keep (updated) hard copies of your work in case of an emergency!





DEPARTMENT OF MANAGEMENT STUDIES

Deenbandhu Chhotu Ram University of Science & Technology,

Murthal Summer Internship – Joining Report

1. Name of Student _____
2. Roll No _____
3. Name of the Company _____
4. Correspondence Address with Ph.No.(during internship) _____
5. Email _____
6. Date of Joining Internship _____
7. Internship Guide Details _____
 - a. Name _____
 - b. Designation _____
 - c. Telephone No. _____
 - d. Contact Address _____
 - e. Email Address _____
8. Project Title _____
9. Project Description _____

(Signature of Student)

(Signature of Supervisor)

[Send a copy of this form to the Department office within one week of joining by post/fax/email]



CERTIFICATE

This is to certify that Mr./ Ms. _____ of _____ (batch) of

_____ (name of the department/institute) has worked with our

_____ (date) to _____ (date) and has work done _____

_____ (project title).

The work carried out by him/her and performance shown by him/her during the period was found excellent / very good / good / average. This certificate is being issued to meet the requirement of the University.



Date:

(Signature of Supervisor)

Name and Designation of
Signatory Seal/Stamp of the
Organization.



DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE & TECHNOLOGY,
MURTHALDEPARTMENTOFMANAGEMENTSTUDIES
PLAGIARISMVERIFICATIONCumCERTIFICATE

Date: _____

NameofAcademicProgram : _____

TitleofReport : _____

TotalPages : _____

RegnNoofStudent : _____

NameofStudent : _____

Class/Semester : _____

NameofResearchSupervisor : _____

This is to certify that the above report was scanned for similarity detection process and outcome is given below:

Software used : **TURNITIN**

SimilarityIndex : _____

Plagiarismcheckedon : _____

TotalWordCount : _____

SignatureofStudent

Name&SignatureofResearchSupervisor

Name& SignatureofCoordinator

SignatureofChairpersonoftheDepartmentwithSeal



Format of Title Page

SUMMER INTERNSHIP REPORT

Conducted at
NAME OF THE COMPANY

On Project (if any)

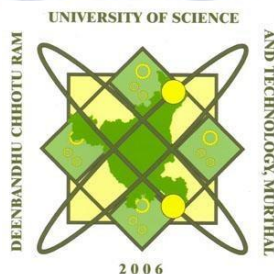
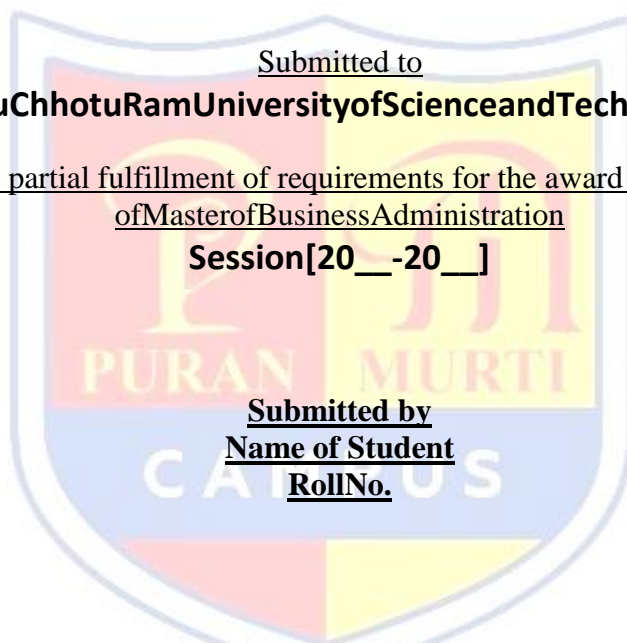
TITLE OF PROJECT

Submitted to
Deenbandhu Chhotu Ram University of Science and Technology, Murthal

in the partial fulfillment of requirements for the award of degree
of Master of Business Administration

Session [20__ - 20__]

Submitted by
Name of Student
Roll No.



Submitted To
DEPARTMENT OF MANAGEMENT STUDIES

DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE AND TECHNOLOGY
MURTHAL (SONEPAT)



DEPARTMENT OF MANAGEMENT STUDIES

**DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE AND TECHNOLOGY,
MURTHAL**

Summer Internship–Feedback Form

(to be filled up by internship supervisor/departmental head)

Name of Student: _____

Roll No.: _____

Project Title: _____

Department: _____

A. X` Pleasetick appropriate box

B. E:Excellent;VG:Very Good;G:Good;A:Average;P:Poor

S.No.	Parameter	E	VG	G	A	P
1.	Extent of conceptual reading and clarity					
2.	Comprehension of the project/assignment given					
3.	Seriousness, sincerity & thoroughness in planning before the study started					
4.	Sense of responsibility and commitment					
5.	Time and quality orientation					
6.	Initiative, drive and enthusiasm					
7.	Communication effectiveness and keeping the superiors informed about the progress					
8.	Prevention of mistakes and seeking guidance from the experienced person					
9.	Acceptance of mistake					
10.	Depth of study in relation to the scope envisaged					
11.	Quality of analysis and diagnosis, Depth & breadth					
12.	Practicality or recommendation vis-à-vis purpose of the study					
13.	Behavior and conduct					
14.	Discipline, punctuality and regularity					
15.	Quality of reporting and presentation					



B. Is the report useful to the company? [] Yes

[] No

C. Will you implement suggestions of the report, if any? [] Yes

[] No

D. If yes, to what extent and in what respect?

E. If no, can you please specify the reasons for rejections?

F. Any weaknesses observed, which he/she needs to correct and Departments should pay attention to

G. Any aspect on which he/she should pay more attention to be more professional and effective

H. Any other remarks/observations/suggestions

Date: _____

Company :

Contact :

Address :

Telephone :

Email :

Date :

**Signature of the Project Guide /
Departmental Head with Company seal**



PROJECT REPORT GUIDELINES

As part of the requirements to be fulfilled for the award of the degree of Masters in Business Administration (MBA) from Deenbandhu Chhotu Ram University of Science & Technology, Murthal, students are expected to undergo a research project and present a research project on the same in their fourth semester. This document contains details of expected practices with respect to the research project submission. Clearly general guidelines such as these may not cover all circumstances. Particular emphasis and minor adjustments may be necessary in individual cases. Such adjustments are to be brought to the notice of the faculty and only on their approval it should be incorporated in the thesis. It is thus imperative that students consult their faculty members for specific advice and guidance on matters pertaining to the design and content of your study and of course, the reporting of it.

Note: Plagiarism check is compulsory and the report for the same is mandatory to be included in the Project Report. Plagiarism can be max 10%.





PART 1:THEMBA RESEARCH PROJECT

1.1 General Framework of the Research Project

The following outline is indicative of the overall structure of a research project. Clearly it will have to be adapted to the particular study you have carried out.

Title Page Declaration Certificate (if any)

PLAGIARISM VERIFICATION Cum CERTIFICATE

Acknowledgements Abstract

Table of Contents CHAPTER

1 Introduction

CHAPTER 2 Literature Review CHAPTER

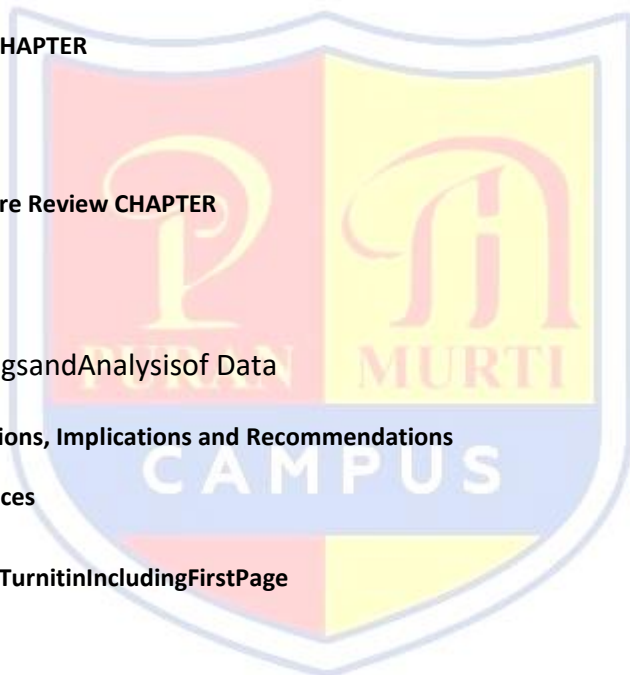
3 Methodologies

CHAPTER 4 Findings and Analysis of Data

CHAPTER 5 Conclusions, Implications and Recommendations

References Appendices

Originality Report of Turnitin Including First Page



1.2 Word Length

The total length of the research project is 15,000-25,000 words (70-100 A-4 size pages). This length is exclusive of title and content page, figures, tables, appendices and references.

1.3 Plagiarism

Plagiarism, that is, the willful representation of another person's work, without the acknowledgement or the deliberate and unacknowledged incorporation in a student's work of material derived from the work (published or otherwise) of another, is **UNACCEPTABLE** and will incur the penalty of outright failure.

1.4 Planning Your Work



You are advised to begin working on your research project immediately after second term. The lectures in Research Methods held during the second semester of your course are useful in helping you to plan background material and to choose your methodology.

You should see your supervisor on a regular basis – at least once every week in the beginning. It is also advisable to start working as soon as possible. Do not worry if you feel that your material is not good enough, almost all early material is weak at the beginning. Starting to work at an early stage will enable your supervisor to see what direction you are taking, where your weaknesses are and give you constructive advice and you will gain confidence from this feedback.

1.5 The Role of Supervisor

- a) Suggest some general areas of research for consideration and where possible, any examples of current research relevant to the topic.
- b) Discuss possible directions for the study and advise on aims and objectives) Be available for regular meetings.
- c) Examine written work and provide constructive criticism. It is not the responsibility of the supervisor to correct spelling mistakes, etc., other than to point out these are present: nor is it the duty of the supervisor to organize the presentation content of the work, although advice may be provided if enough work has been submitted.
- d) Make student aware of inadequate progress or any other facts which could impede the completion of a successful piece of work.

1.6 Responsibilities of Students

- a) It is your responsibility to make appointments on a regular basis. If you are facing difficulty in arranging appointments you must contact the Head of Department.
- b) Provide written work for your supervisor to comment on; maintain your own progress.
- c) Submit your written work in advance of your appointment in order that your supervisor has time to offer you constructive criticism.
- d) Comply with the regulations as detailed in this document.



PART2: STRUCTURE OF THE RESEARCH PROPOSAL

2.1. The Research Proposal

The areas covered in the research proposal are expanded below.

Title Page

- Proposed Title
- Name of Student
- Course
- Supervisor's Name

The Research Question/Problem/Topic or Hypothesis

- identify your area of research keeping it broad enough to embrace existing literature; but
- sufficiently narrow to allow a detailed investigation
- the area identified could form a working title

Introduction and Rationale for Research

- explain why you think this is a valid research topic
- what will the research contribute to the field?

Research Aim and Objectives

- the aim of the research project should indicate what you wish to achieve
- the objectives are a list of goals which must be completed in order to satisfy the aim (usually about 4-6)
- e.g. to provide a state of the art review
- to determine how a particular market operates to establish a typology
- to assess the impact of something

Research Methodology

- choose methods which will allow you to meet each of the objectives listed above; justify your methods chosen and the disadvantages of the methods rejected
- try to use a mix of methods



PART3:SPECIFICASPECTSOFTHERESEARCHPROJECT

What follows is an attempt to provide students with some rules, and some helpful advice on an acceptable practice. However, students are still advised to consult their research supervisor for more specific advice in relation to your research project.

3.1 The Abstract

An abstract should provide an overview of your study in all its aspects. It should be around 250-300 words and should answer the following questions.

- What does this research set out to do and why?
- How did it seek to do it?
- What are the general findings?
- What do these suggest?
- What conclusions are reached?
- What are the implications of these?

3.2 Acknowledgements

In this section you should express thanks to those who assisted you in your research. These should be kept to a minimum and include academic supervisors and people who participated in the fieldwork, any funding bodies and so on.

3.3 Introduction

In the introduction you should introduce the reader to the background of the study and the nature of the problem being considered. It should therefore set the study in context explaining why this study is *important*, highlighting *significant issues, problems and ideas*. The basic purpose of this section is to provide the reader a basic idea of what the subject area of the research project is and its contents.

3.4 Literature Review

In the research project students are expected to provide a critical review of the existing literature (published and unpublished) on the research area being investigated. This does not mean that you have to indicate every book and article that has been written on the subject but any research article you read should be referenced appropriately. Nevertheless, your review should indicate that you have studied existing and recent work in the field.

The literature review should be:

- **Relevant:** Literature used should support your arguments relating to your research question and aim and objectives of the study. It should uphold methodology. In some cases, you may need to discuss literature review and its relationship to methodology in a separate chapter.
- **Up-to-Date:** Recent literature (not older than five years) is recommended unless you are referring to classical works in your field of study. Sources used have to be in their majority primary sources, secondary referencing may be used.
- **Comprehensive:** Demonstrate that you have read extensively without being over-inclusive. Develop your ability to employ summary statements and to synthesize.



3.5 Methodology

The purpose of this chapter is to indicate what you actually did in your research so that your reader may evaluate the design procedure and findings of your study. The methodology section should be well-structured, written in concise, matter-of-fact manner and should provide answers to the following questions:

- What actually happened?
- How?
- To whom?
- With what result?
- How were problems dealt with?
- Approach to data?

The following is an outline of the Methodology Section

Statement of Research Problem

- What is the aim of the research study?
- What are its major objectives?
- Any hypothesis constructed?
- Criteria for Sample selection
- Who are the research units?
- Characteristics of sample units?
- What is the Sampling frame?
- What is the method of Sample selection?
- Number of total sample units?

Review of Data Collection Methods

- How the data collection methods you chose are best suited to fit your research question?
- From which geographic data was collected?
- What was the period of data collection?
- How Primary Data was collected? A detailed description of research conducted, design of the tool, description of fieldwork, you also need to mention any specific procedures used.
- What secondary data was used? How does it feed into the current research?

Pilot Study (if any)

- To whom was the study administered?
- What changes were made to the research tool?

Methods of Analysis-

- Briefly explain how you propose to analyze the data,
- If computer software is going to be used, a description of the type of software has to be included.

Limitations

- What were the limitations of this study and how did you overcome these limitations?



3.6 Presentation and Analysis of Data

In the presentation of data, you are to present the major findings of your research in a summarized form and the details of the analyses which have been performed. The content and style depend on the nature of the research method chosen, but in the case of both quantitative and qualitative studies, the object is to present the data collected to answer the research questions. You are required to seek guidance from your supervising faculty for preparing this section.

3.6.1 Presentation and Analysis of Qualitative Research

- Presentation of data is mainly descriptive and this is usually presented in a chronological order.
- Analysis of data is conducted through the identification of themes. The research tools in qualitative research include open-ended descriptions, transcripts of interviews, essays and observations. These produce a mass of data which sometimes can be difficult to sift. A useful way to process this data is to keep the research question(s) in mind, to read through the data a couple of times until particular issues or themes present themselves. These can be suggestive of a structure for presenting the descriptive data.
- Evidence is usually in form of quotations from the subjects being studied, discussions of people involved, illustrations, photographs – the variations are unlimited.
- You may find that there is evidence of difference of opinion. Include variations in opinion and describe poles of belief. These add richness to qualitative research.

3.6.2 Presentation and Analysis of Quantitative Research

- As a preliminary to working out results, any test given must be scored, data inputted into the appropriate computer program and additional material gained from the sample must be sorted out. This is often purely mechanical work, and it takes time but must be done accurately.
- The data presented must not be in their raw form. Only summarized data should be presented. The only time you would ever describe data on individual subjects is when you have done a case study.
- In this section, the task is to summarize data meaningfully, through the use of descriptive statistics. These include means scores, medians, ranges, standard deviations, correlation coefficients and so on.
- Visual presentation is very important in quantitative research. Graphs, tables, histograms, bar graphs are simple ways in which to present condensed data but they are also very effective.

3.7 Discussion of Results and Conclusions

- This chapter should draw together all the issues of the research and link back to the aim and objectives which were outlined in the Introduction and Methodology. Have the aims set at the beginning been met? If not, why not?
- Evaluate how your findings bear on issues or points raised in the Literature Review.
- What are the implications arising from the findings. Be careful with your generalizations and your interpretations. Recommendations should be based on evidence.
- Do you have suggestions for future research in this area?

3.8 References

Full details of all the books and journal articles cited or referenced throughout the research project should be included in this chapter. A reader should be able to identify the exact source and refer to it directly. References should be complete in all respects and arranged in alphabetical order.

- Text references should appear as follows:



- *Journal references should be listed as follows:*
Prof TV Ram Raj (2006), "Blog Marketing", Indian Journal of Marketing, Vol. 36(9), pp. 3-7.
- *Books should be referred as follows:*
V Venkata Raman, G Somayajulu (2005), "Customer Relationship", New Delhi: Tata McGraw Hill Publishing Company Limited.

3.9 Appendices

The Appendices should include selective, supplementary material which is distracting when placed in the main body of text. Only material which is necessary for a full understanding of your study should be included. These include important forms, questionnaires or interview schedules, description of equipment or settings, tables and lists of data supportive of the study.





PART 4: SOME OTHER CONSIDERATIONS

4.1 Presentation Layout

4.1.1 General Text

Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

Font: Times New Roman, Size 12, Justified (both left and right) alignment

In-text emphasis: Use italics or bold typeface

Paragraphs: 0.5" First line indentation; One and half lines spacing with 12 point space after paragraph

Page Margins: Top: 1"; Bottom: 1"; Inside: 1.5"; Outside: 1" (Mirrored layout)

Page numbers:

- Centered at the bottom of the page
- Roman numerals (i, ii, ...) should be used from the pages preceding Table of Contents (excluding the title page)
- The main body of the text (where the Introduction) commences on Page 1
- The pages included in Appendices/Annexure are to be numbered in Roman numerals (I, II, ...)

4.1.2 Headings:

- Chapter Headings size 16 in bold typeface
- Sub-Headings size 14 in bold typeface
- Main Chapter headings in block capitals
- Chapter headings left justified at the top of a new page
- All other headings justified and followed by a single line space
- Use sub-headings together with a numbering system used in this document thus giving structure to your work.

4.1.3 Quotations:

- Single line-spacing
- Indented left and right
- Justified left and right
- Must include author name, date and page number referring to the parent text

4.1.4 Tables, Figures etc.

- Must be numbered according to the chapter (e.g. Table 5.1 means that it is located in Chapter 5 and that it is the first table presented and discussed in this chapter)



- Must have a title at the top and key (legend) underneath
- The table title must be set in sentence case (only first letter in capital) as follows:

Table 5.1 Summary of sample characteristics

- Only the table index numbers should be in bold. Rest of the title should be in plain text.

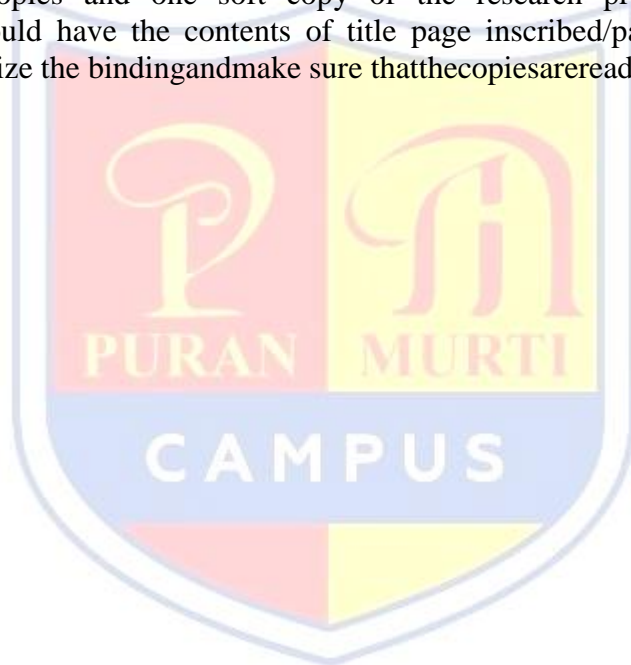
4.2 Typing and Proof Reading

Always proofread your copies for good grammar and presentation before handing your work to your supervising faculty. Special attention should be made to the final draft of your report.

Be prepared for the unexpected such as hard disk failure, loss or corruption of CDs and printer failure. Use back-up disks and always keep (updated) hard copies of your work in case of an emergency!

4.1 Binding

Two hard bound copies and one soft copy of the research project are to be submitted. The hard bound copies should have the contents of title page inscribed/pasted on them. It is the students' responsibility to organize the binding and make sure that the copies are ready before the submission date.





Declaration

I,

_____ of

_____ (name of the department/institute) hereby submit this report in partial fulfillment of the requirements for the award of degree of MBA. I declare that the work presented in this report is my original and is not submitted anywhere else for the award of any other degree/diploma by any other university. To the best of my knowledge and belief, this report contains no material previously published or written by any other person, except where due reference is made.

Date:



(Signature of Student)

Name of Student

Countersigned:

(Signature of Supervisor)

Date:

Name & Designation of Supervisor

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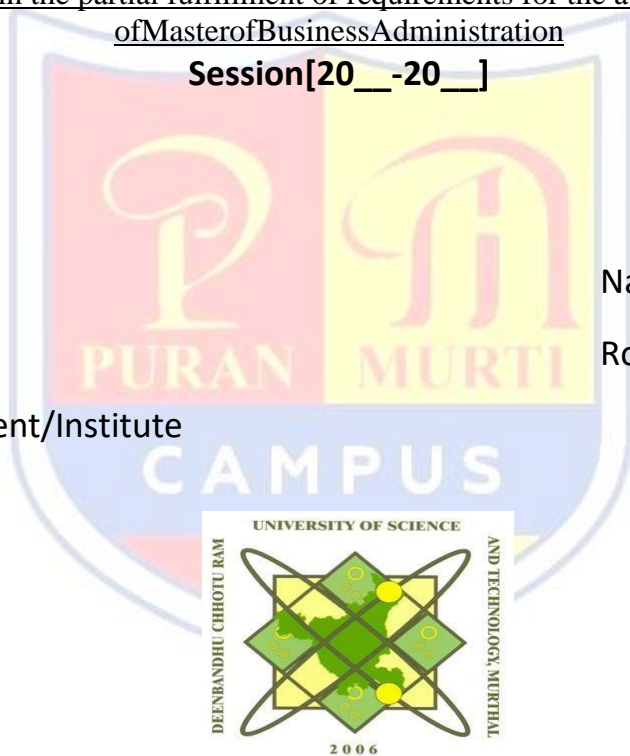
Under supervision of
Submitted by
Supervisor's Name

Name of Student

Designation

Roll No.

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