

SEMESTER III			
Core XII			
Research Methodology			
Code: 21PHRC31	Hrs/Week: 5	Hrs/Sem:90	Credits: 4

#### Objectives:

- To impart the firm belief in the students that research is a crucial aspect for analysing business issues and also for providing sustainable solutions.
- To enable students to gain knowledge about the different tools and approaches of research methodology and habituate them to process the data meaningfully and draw relevant insights and arrive at sustainable solutions to the requirements of the organisation and business.

#### Course Outcome

CO No.	Course Outcome	PSOs Addressed	CL
CO-1	to help students develop a thorough understanding of the fundamental theoretical ideas and logic of research.	7	Ap
CO-2	understand the objectives of research, types of research and criteria of good research.	7	Un
CO-3	demonstrate the research problem and research design.	7	Ap
CO-4	gain knowledge of sampling design and scaling techniques and demonstrate the knowledge of scaling methods.	7	Un ,Ev
CO-5	understand and decide the methods of data collection and process the data collected.	7	Un , An
CO-6	experiment with the collection, processing and interpretation of data.	7	Ap
CO-7	to train students in learning the accepted formats for writing research report.	7	An
CO-8	analyse the findings and formulate their own reports.	7	Cr



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- Unit I Introduction to Research and Research design**  
Meaning of Research – Objectives of Research – Types of Research – Research Process– Criteria of Good Research — Research Problem: Meaning- Selecting the problem –Techniques involved in defining a research problem- Review of literature-Research gap – Sources of literature.  
Research Design: Meaning– Concepts relating to research design- Types of research designs: Explorative, descriptive, diagnostic and experimental designs – Challenges in research.
- Unit II Sampling Method**  
Sample Design: Definition – Steps of sampling design - Types of sampling designs – Sampling Errors - Scaling: Meaning- Goodness of Measurement scales- Scaling Techniques- Comparative: Paired Comparison, Rank Order, Constant sum and Non-comparative – Graphic rating. Itemized rating (Likert, Semantic, Stapel), Single/ multiple category scale, verbal frequency scale, Multidimensional scale.
- Unit III Data Collection**  
Data Collection: Primary Methods- Observation, Interview, Questionnaire, Schedule – Difference between questionnaire and schedule- Guidelines for constructing questionnaire –Projective techniques - Collection of Secondary Data – Selection of appropriate method for data collection- Case study method - Data preparation Process – Problems in preparation process.
- Unit IV Data Analytics**  
Measures of Central Tendency Model – Multiple Correlation Model – Simple and Multiple regression Model – Time series model- Extraction of Charts – Basics of SPSS.
- Unit V Interpretation and Report Writing**  
Interpretation: Meaning- Techniques- Precautions. Report Writing – Steps in report writing- Layout of the research report- Types of reports - Mechanics of writing a research report- Oral presentation- Precautions for writing research reports.

**Text Book:**

1. Kothari. C.R. *Research Methodology*. New Delhi; Vikas Publishing Ltd,2004.

**Books for Reference:**

1. Gupta S.C and Kapoor.V.K. *Fundamentals of Applied Statistics Sultan*. New Delhi; Chand & Sons, 2006.
2. William Josiah Goode and Paul K. Hatt.*Methods of Social Research*.New Delhi; McGraw Hill, 2004.



SEMESTER IV			
Core XIX Coaching , Mentoring and Counselling			
Code: 21PHRC44	Hrs/Week: 5	Hrs/Sem:75	Credits: 4

### Objectives:

- To enable students to gain understanding of coaching, mentoring and counselling and adhere to professional values to achieve the desired goals of the organisation.
- To gain expertise in providing quality coaching, mentoring and counselling services to employees, to help them find their solutions to problems and develop better ways to manage organisational issues.

### Course Outcome

CO No.	Course Outcome	PSOs Addressed	CL
	Upon completion of this course students will be able to		
CO-1	understand the concepts of Coaching, Mentoring and Counselling.	3	Un
CO-2	understand and exhibiting skills of coaching techniques.	3	Un
CO-3	Understand the concepts of mentoring and stages of mentoring relationship.	3	Un
CO-4	explain the counselling types and distinguish between individual and group counselling.	3	Un ,Cr
CO -5	describe the principles, functions, goals, concept and roles of employee counselling.	3	Un
CO-6	evaluate the problems faced by employees in industries.	3	Ev
CO-7	learn about Creating a physical environment for rapport building.	3	An
CO-8	identifying Roadblocks	3	Ap



SEMESTER IV			
Core XIX Coaching , Mentoring and Counselling			
Code: 21PHRC44	Hrs/Week: 5	Hrs/Sem:75	Credits: 4

- Unit I Coaching:**  
Coaching –Definition - Meaning – Types – Skills required for coaching – Coaching techniques – Establishing and managing the relationship – Getting to know each other – Getting to know you (Conversation ladder)–Circle of disclosure -The Zone of discomfort.
- Unit II Mentoring:**  
Mentoring – Definition – Meaning – Objectives – Characteristics – Importance of mentoring –Roles and Responsibilities of mentor – Skills of a mentor – Stages of mentoring relationship.
- Unit III Counselling:**  
Counselling – Definition – Meaning – Objectives – Principles – Process- Techniques - Different approaches – Theoretical aspects of Counselling - Types of counselling – Directive - Non-directive and Eclectic counselling. Individual and Group Counselling - differences between individual and group counselling.
- Unit IV Employee and work place counselling:**  
Employee counselling: Definition – Principles – Functions – Goals - Pre-requisites for employee counselling.  
Employee's problems in industry: Causes - Remedial steps - Deviant behaviour among workers – Emotionally disturbed – Psychotic and neurotic employees - Chronic absenteeism – Problem of Indiscipline in Industry - Readiness for Employee Counselling – Counselling and Employees Growth.
- Unit V Rapport and Dealing with Roadblocks:**  
Rapport – Creating a physical environment for rapport – Developing dialogue - Social – Technical – Tactical – Strategic – Self- insight – Behavioural – Change – Integrative.  
Dealing with roadblocks – Identifying road blocks – Deciding what to do – Layers of change – Living with road blocks – Using intuition to identify roadblock –Moving roadblocks.

**Text Book:**

1.DavidMegginson and David Clutterbuck.*Techniques for Coaching and Mentoring*. UK;Heinemann Publications,2005.

**Books for Reference:**

1. Kochnar.S.K.*Guidance and Counselling*.New Delhi; Sterling Publications Pvt. Ltd, 2010.
2. InduDave. *The Basic Essentials of Counselling*.New Delhi; Sterling Pvt Ltd, 1983.



SEMESTER III			
Elective II		Business Environment	
Code: 21PHRE32	Hrs/Week: 4	Hrs/Sem: 60	Credits: 3

**Objectives:**

- To enable students to understand and appreciate the influence of the forces in the external economic, political, legal, social, and technological environment on business.
- To impart theoretical knowledge that provides a framework to understand the existing external environment and help in preparing appropriate strategies for organisations to face the challenges.

**Course Outcome**

CO No.	Course Outcome	PSOs Addressed	C L
CO-1	On completion of this course students will be able to understand the Overview of Business Environment	4	Un
CO-2	gain knowledge of Business and Its Environment and the influence of the forces in the external environment.	4,6	An ,Ev
CO-3	understand the concept of Economic System.	4	Un
CO-4	understand the concept of Political Environment	4	Un ,Ap
CO-5	gain knowledge of the Economic Environment	4,6	Un , An
CO-6	understand the influence of Social Environment in business.	4,6	Un ,Ap
CO- 7	gain knowledge of the technological developments and the impact of informational technology.	4,6	Un , Ap
CO -8	explain the Economics of development and help in preparing appropriate strategies for organisations to face the challenges	4	Re, Un



SEMESTER III		
Business Environment		Credits: 3
Elective II	Hrs/Week: 4	Hrs/Sem: 60
Code: 21PHRE32		

**Unit I Overview of Business Environment**  
 Basic Concepts of Functioning of an Economy - National Income - Business and Its Environment – Political, Economic, Socio-cultural, Technological, Legal and Ecological environment - India's Population and Its Impact on the Economy.  
 Political environment: Government and Business - Role of Government in Business - GDP Trend and distribution and Business opportunities- Monetary System- Social and cultural factors and their implications for business.

**Unit II Technology Environment**  
 Technology Development - Technology Trade and transfer- Technology Trends in India- Role of Information Technology.  
 E – Commerce: Essential Components, Strategies, Business Models- Digital payment system – Risk in E payment system – Payment security.

**Unit III Economic System**  
 Economic System -Capitalism- Socialism - Mixed Economy -Public Policies - Business Economic -Monetary and Fiscal Policies- Foreign Trade Policy. Economic Legislation – FEMA- Intellectual Property Rights.

**Unit IV Business Economics**  
 Meaning and scope of business economics - Objectives of business firms - Demand analysis: Law of demand; Elasticity of demand and its measurement - Consumer behaviour: Utility analysis; Indifference curve analysis - Law of Variable Proportions: Law of Returns to Scale- Theory of cost: Short-run and long-run cost curves - Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination - Pricing strategies: Price skimming; Price penetration; Peak load pricing – Competition Act.

**Unit V The Economics of Development**  
 The Economics of development - Stages and Strategies of Economic Growth - Role of the State in Economic Development-Economic Planning; New Economic Policy (1991)- India in the Global Economic System – FDI- WTO - World Bank- IMF.

#### Text Book:

1. Francis Cherunilam., *Business environment: Text and Cases*. Bangaluru Himalaya Publishing House, 2009.

#### Books for Reference:

1. Fernando. A.C. *Business Environment*. New Delhi; Pearson Education, 2011.
2. Paul, Justin. *Business Environment: Text and Cases*. New Delhi ;McGraw Hill Education, 2010.
3. Murthy C.S.V, *E-Commerce Concepts, Models, Strategies*, Mumbai, Himalaya Publishing House. Edition 2016