

**IDEAL COLLEGE OF ARTS AND SCIENCES(A)**  
**Department of Commerce & Management Studies**  
**MBA**  
**(With effect from 2019 – 20 AB)**

MBA COURSE STRUCTURE								
				Internal	External	Total	Periods/ Week	Credits
<b>SEMESTER-I</b>								
1	CP	101	Perspectives of Management	25	75	100	4	4
2	CP	102	Accounting for Management	25	75	100	4	4
3	CP	103	Human Resource Management	25	75	100	4	4
4	CP	104	Managerial Economics	25	75	100	4	4
5	CP	105	Managerial Communication Skills	25	75	100	4	4
6	CP	106	Principles and Practices of T & H	25	75	100	4	4
7	CP	107	ICT for Tourism & Hospitality	25	75	100	4	4
<b>SEMESTER-II</b>								
1	CP	201	Marketing Management	25	75	100	4	4
2	CP	202	Financial Management	25	75	100	4	4
3	CP	203	Travel Agency & Tour Operation Management	25	75	100	4	4
4	CP	204	Hotel Operations Management (F&B)	25	75	100	4	4
5	CP	205	Airport & Airlines Management	25	75	100	4	4
6	CP	206	Foreign Language (French)	25	75	100	4	4
7	CP	207	Research Methodology for Management	25	75	100	4	4
<b>SEMESTER-III</b>								
1	CP	301	Strategic Management & Entrepreneurship	25	75	100	4	4
2	CP	302	Tourism Policy	25	75	100	4	4
3	CP	303	Destination Management	25	75	100	4	4
4	CP	304	Facilities Management	25	75	100	4	4
5	CP	305	Legal Aspects of T & H	25	75	100	4	4
6	CP	306	Sustainable Tourism	25	75	100	4	4
7	CP	307	Foreign Language (French)	25	75	100	4	4
<b>SEMESTER -IV</b>								
1	CP	401	Event Management	25	75	100	4	4
2	CP	402	Resort & Recreation Tourism	25	75	100	4	4
3	CP	403	Medical & Eco Tourism	25	75	100	4	4
4	CP	404	Indian Culture & Heritage	25	75	100	4	4
5	CP	405	Global Tourism Geography	25	75	100	4	4
6	CP	406	Air Cargo Management	25	75	100	4	4
7	CP	407	Project Work			100	4	4
8	CP	408	Comprehensive Viva Voice			100	4	4
<b>GRAND TOTAL</b>						<b>2900</b>		

## II SEMESTER

Paper Code	SUBJECTS
201	MARKETING MANAGEMENT
202	FINANCIAL MANAGEMENT
203	TRAVEL AGENCY AND TOUR OPERATIONS
204	HOTEL OPERATIONS MANAGEMENT (FOOD & BEVERAGES AND HOUSE KEEPING)
205	AIRPORT AND AIRLINES MANAGEMENT
206	FOREIGN LANGUAGE – FRENCH
207	RESEARCH METHODOLOGY FOR MANAGEMENT

## 207 : RESEARCH METHODOLOGY FOR MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.

**Unit-I:** Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

**Unit-II:** Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

**Unit-III:** Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

**Unit-IV:** Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

**Unit-V:** Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

(Case Study is compulsory in all Units)

### Suggested Books:

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson,ND
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8<sup>th</sup> Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made sample, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai