

**Sheth T. J. Education Society's  
Sheth N.K.T.T College of Commerce and  
Sheth J.T.T College of Arts, Thane (W) (Autonomous)**

**M Com (Business Management ) SEM II as per NEP 2020**

**Credit Structure and Syllabus under NEP2020**

<b>Category</b>	<b>Code</b>	<b>Course</b>	<b>Credit</b>
<b>Mandatory</b>	MCBM 201	Customer Relationship Management	<b>4</b>
	MCBM 202	Brand Management	<b>4</b>
	MCBM 203	Professional Intelligence	<b>4</b>
	MCBM 204	Hospitality Management	<b>2</b>
<b>OE(any one)</b>	MCBM205	Career Planning and Development	<b>4</b>
	MCBM206	Change Management	
	MCBM207	Indian business Houses Management Practices	
	MCBM208	Safety and health Management at work	
	MCBM209	Information transfer and Skills in Research	
<b>Field Project/OJT</b>	MCB2010		<b>4</b>
		<b>Total</b>	<b>22</b>

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Mandatory	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles: Customer Relationship Management</b>	
Course Code: MCBM 201	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Objective:</b> a) To enable the learners to understand Customer relationship management concept from marketing management perspective b) The course would enable the students to understand the growing importance of CRM c) To acquaint the learners with understanding CRM benefits from organisations and customers point of view	
<b>Course Outcomes</b> CO1. Understand the basic concepts and process of CRM CO2. Analytical understand use and application of CRM strategies	
Description of Course:	

Unit No.	Content	Hours
Unit I	Customer Relationship Management A. Concept and Process of Customer Relationship Management, Objectives of CRM, Customer Value Management, Customer satisfaction and Customer Retention B. Measuring CRM, Customer Experience Management	15
Unit II	Customer Service and Customer Relationship Marketing A. Consumer Needs, Purchase Patterns, Concept of Consumer Behaviour, Importance of Consumer Behaviour B. Nature of Customer Service, 4Cs in Customer Service Strategy, Relationship Marketing , Relationship Marketing Process, Strategies for building relationship	15
Unit III	Customer Loyalty and Customer Engagement A. Customer Loyalty and Perceived Goal, Strategies for customer loyalty Development, Role of Social Media in changing customer loyalty, Public Relations Strategies B. Meaning of Customer Engagement, Customer Engagement Marketing	15
Unit IV	:E-CRM A. Approaches to CRM with use of different software packages, operational CRM, Analytical CRM, Sales Intelligence CRM, Campaign CRM, Use of internet toolsblogging, twitter, emails, Myspace, facebook as interactive public relations tools B. Data Security System and Privacy of customers collected information	15
	Total Hours	60

**References:**

1. Marketing Management by M Govindarajan, PHI Learning, 2009
2. Marketing Principles and Management by S A Sherlekar, Himalaya Publishing House, 2023
3. Market Based Management By Roger J Best, PHI Learning Pvt Ltd, New Delhi, 2009
4. Marketing Management by Rajan Saxena, Tata Mcgraw Hill Publishing Co Ltd, New Delhi, 2002
5. Handbook of research on Customer Engagement, Edited by Linda D Hollebeck, David S, Edward Elgar Publishing , UK, 2019
6. PR Management by Dr Sandeep Sharma, Random Publications, New Delhi, 2022
7. Consumer Behaviour and Brand Preference by Dr Vikram Shinde, Satyam Publishers, Jaipur, 1995

<b>Programme Name: M.Com (Business Management)</b>		<b>Semester:II</b>
Course Category: Mandatory		
Name of the Dept: <b>M.Com (Business Management)</b>		
<b>Course Titles:</b> Brand Management		
Course Code:	MCBM 202	Course Level: 6
Type: Theory		
Course Credit: 4 credit		
Hours Allocated: 60 hrs		
Marks allocated: 100 Marks		
<b>Course Objective:</b>		
a) To Provide the learners to understand about Branding as today's need		
b) To acquaintance about the brand management and its approaches		
c) To acquaint with the new image of branding and should develop the brand image for the organisations.		
d) To familiarize the learners with the challenges in development of branding for the company and learners should provide solutions through branding research.		
<b>Course Outcomes</b>		
CO1) Evaluate branding challenges and develop a strategic brand equity business plan		
CO2) Scrutinise the strategic brand management for developing good branding for organisations		
CO3) Develop the idea of branding research and Co-branding.		

Unit No.	Content	Hours
Unit I	:Introduction to Branding A. Meaning of Brand & Branding, Branding challenges & opportunities, Benefits of Branding, Brand Equity, Customer Based Brand Equity Model (CBBE), B. Building Strong Brand Process, Brand Elements, Branding and marketing mix, Importance of Brand Positioning,	15
Unit II	Brand Management A. Strategic Brand Management Concept and Process, Brand Management and Brand leadership idea, Brand Associations, Brand Performance, Brand Design and Structure B. Role of Celebrities in Branding, Brand Recognition, Brand Asset Management, Techniques for effective Brand Management, Brand Loyalty,	15
Unit III	Branding Research A. Meaning and Importance of Brand research, Brand Measurement, Brand Audit, Importance of Brand Image, Brand Extension, Brand Personality B. Cons of Brand Fatigue, Co-Branding, Costing of Brand Positioning, Brand Awareness	15
Unit IV	New Trends in Branding A. Graphic design in Branding, Brand Hierarchy, Features of Monochromatic branding, Importance of Mascot, Branding Architecture B. Role of Brand Management in Digital Marketing, Purpose driven Branding, Customer and employee Centric Brand Management, Storytelling branding	15
	Total Hours	60

## References

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity • Keller Kevin Lane, Strategic Brand Management-2008
- Elliot, Richard, Strategic Brand Management-2008
- Kapferer, Jean-Noel, Strategic Brand Management-2000
- Kishen, Ram, Strategic Brand Management- 2013
- Keller Kevin Lane, Strategic Brand Management 4e-2015
- Dan Padgett and Douglas Allen, Communicating Experiences: A Narrative Approach to Creating Service Brand Image, 1997
- Mike Reid, Sandra Luxton and Felix Mavondo, The Relationship between Integrated Marketing Communication, Market Orientation, and Brand Orientation, 2005
- David K. Tse and Wei-na Lee, Removing negative country images: Effect of Decomposition, Branding and Product experience, 1993
- Steve Muylle, NirajDawar, Deva Rangarajan, B2B Brand architecture, 2012
- Rajagopal, Romulo Sanchez, Conceptual analysis of brand architecture and relationships within product categories
- Pat Morin, Principles of Graphic Design,
- Kommission Aus und Walterbildung, Deutsche Gesellschaft fur Photographie, Graphic Designs Basics, Principles of Graphic Design, 2000

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Mandatory	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles:</b> Professional Intelligence	
Course Code: MCBM 203	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Outcomes</b>	
CO1) To Provide the learners to comprehend new terms of Professional Intelligence And its Importance	
CO2) To give them knowledge about the effect on recruitment and organisational culture	
CO3) To develop learning and analytical skills of the learners to enable them to solve cases And they should prepare the solution for the challenges	
CO4) To acquaint the learners with recent developments and trends in the business corporate world related to Professional Intelligence	

Unit No.	Content	Hours
Unit I	Basics of Professional Intelligence A. Definition of Intelligence, Meaning of Human Intelligence, Gardner's Theory of multiple intelligence, Types of intelligence, Concept and features of PI, Importance to firm and individual, B. Process of developing PI, Factors affecting PI, Qualities required for PI, Challenges of PI	15Hr
Unit II	Principles and Impact of PI A. 21 Principles of PI, Impact of PI on: Recruitment, Organisational culture, Employees B. Reasons for PI, Risk in PI	15Hr
Unit III	Emotional Intelligence and Spiritual Intelligence A. Meaning of Emotional intelligence, Dimension of Emotional Intelligence- Selfawareness, self-motivation, empathy, Social Skills, Mayer & Saloveys(1997) Cognitive model of EI, Golemans (1995) model of EI B. Spiritual intelligence, Methods to learn & develop spiritual Intelligence- Meditation, Detached Observation, Reflection, Connecting, Practice	15Hr
Unit IV	Professional Stress & PI in AI world A. Stress- Definition, Physical and Mental Health, Meaning of Professional Stress, Job design, work systems, World Health Organizations study on Job Stress, sources of job stress – Survival Stress, Internal Stress, Environmental Stress, Fatigue. 13 Degrees of Stress - Acute Stress, Emotional distress, Chronic stress, Coping mechanism of Stress B. Accountability Ladder in Professional Intelligence, Distinction between Professional intelligence and artificial intelligence	15Hr
	Total Hours	60

**References:**

1. Danah zohar (1997) Rewiring the corporate Brain
2. Moral Minds: How Nature Designed our Universal sense of Right and Wrong by Harvard psychologist Marc Hauser (2006)
3. Cartwright S. Cooper- Managing workplace stress, sage publication 1997 Page 185
4. Emotional Intelligence- why it matters more than IQ by Daniel Goleman (Pg 305 to 310)
5. Brackett M.A Mayer, J.D & Warner R. M(2004) Emotional Indigence& relation to everyday behavior Personality & Individual Difference, 36 page, 387-1402
6. 6. Paula Jago (2013) Professional Intelligence: The 21 Principles of How to Succeed at Work: CreateSpace Independent Pub

<b>Programme Name: M.Com (Business Management)</b>		<b>Semester:II</b>
Course Category: Mandatory		
Name of the Dept: <b>M.Com (Business Management)</b>		
<b>Course Titles:</b> Hospitality Management Course		
Course Code:	MCBM 204	Course Level:
Type: Theory		
Course Credit: 2 credit		
Hours Allocated: 30 hrs		
Marks allocated: 50 Marks		
Course Objective: CO 1– To Improve soft skills to enhance communication skills. CO 2 – To Understand the importance of application of Principles of Management CO 3 – To Understand the Importance of Hospitality in the Hotel industry CO4 – To Understand the importance of Hospitality in Tourism Industry		
<b>Course Outcomes</b> CO 1– Improve soft skills to enhance communication skills. CO 2 – Understand the importance of application of Principles of Management CO 3 – Understand the Importance of Hospitality in the Hotel industry CO4 – Understand the importance of Hospitality in Tourism Industry		

Unit No.	Content	Hours
I	Soft Skills Development A. Basic English - Meeting and greeting phrases in Hospitality industry - Personality development (Patience, Respect, Tolerance, Leadership skills, Technical skills) - Importance of body language, Personal, Social etiquettes, life skills, disaster management skills Principles of Management (Planning, Organising, Staffing, Leading and Controlling with reference to Hospitality Industry) - Levels of Management in the Hospitality Industry	15Hr
II	Hospitality in Hotel Industry & Tourism Industry A. Introduction to Hospitality Management, Hotel – Definition, classification and starcategorization of hotel, Meal Plan, Types of Room, Front office desk management –Foodservng etiquettes – Accommodation Policy– Career Opportunities in Hotel Industry B. Definitions and Historical Development of Tourism, Types and Forms of Tourism, Planning and Execution of Tour Plans – Coordination during Tour Management –Networking for tour management - Career Opportunities in Tourism Industry	15
	Total Hours	30



## **References:**

Be Our Guest: Perfecting the Art of Customer Service - Disney Institute

2. Setting the Table: The Transforming Power of Hospitality in Business - Danny Meyer

3. 12 Golden Keys to Hospitality Excellence - Frank H. Benzakour

4. Tourism Planning and Development - J.K. Sharma 5. Studies in Tourism - Sagar Singh

6. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S

7. Tourism: Principles and Practices - McIntosh, R.W.

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Elective 1	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles:</b> Career Planning and Development	
Course Code: MCBM205	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Objective:</b>	
1. Career focus is personal job search process for every individual aspiring for dream job 2. Job search strategies are essential course outcome for selection career	
<b>Course Outcomes</b>	
CO1. Learner will be able to carefully plan career by knowing ones strengths and weaknesses CO2. Learner will be able to gain knowledge and enhance skills related to career planning CO3. Learner will have freedom to explore different disciplines of education apart from domain knowledge area	

Unit No.	Content	Hours
I	A. Career Planning, Steps Involved in looking for a job- Career Search, SelfAssessment. Tools I) Self-Awareness- learning skills, listening skills, honestly, strengths & weakness, risk taking ability II) Ability Assessment- Communicative Skills, Technical Skills, Competitive Skills, Social Creative & Managerial Skills. III) Personality- Personal Characteristics/ Traits IV) Work Value B. Curriculum- Vitae , Essentials of Good CV, The Resume – Types of Resumes, Resume guidelines, use of computer in generating resume, use of Chat GPT & AI (Artificial Influence) in developing Resume. Resume checklist Content- Career objective, education, Personal Interest, Skills & Knowledge.	15
II	A. . Career Guidance Sources- Newspaper, Magazine, Internet, Career Information Literacy B. Interview – Meaning, Types of Interview- Business Interview, General Interview, Mock Interview, On Job Interview, Appraisal Interview, How to prepare for interviews?	15
III	Requisites for Attending Interviews A. i. Before attending Interview - Revision, Confidence, Sleep & Rest, Dress, ii. In Waiting Room starting of Interview - Interaction with other aspirants, Proper sitting space, Relax, cordial Behavior,. iii In Interview Room 1) Etiquettes & Manners 2) Body Language 3) Eye Contact 4) Speech & voice 5) Expressions & Posture 6) Civil Courtesy B. Knowledge of the place of Interview & Impediments if any, Rational approach & Not emotional, Avoid sweeping statements, exaggeration, tall claims, false impression, false reasons, Ignorance, Impulsive nature, Don't dominate, Honesty, Unprejudiced, Speaking Manner, Attitude, Be good Listener, Talk but don't be talkative approach.	15

IV	Career Development A. Work Life Balance, Talent mindset, Employee Value Proposition , Wealth and Rewards B. Johari Window, Perceptiveness-Improving listening skills, understanding gestures of others, analysing what people want to say, Significance of Soft Skills in career development	15
	Total Hours	60

**References:**

1. Career focus – A personal job search guide Prentice Hall keys to success program by Helen MartucciZamarre, 1996
2. Interview – A meeting of two minds by A.K Gandhi Dynamic Publication (India) Ltd, meerut
3. A Manual of Career guidance Intstitute of vocational guidance & selection Mumbai 2003
4. Harvard Business Review on work and Life Balance
5. The war for Talent by Ed Michaels, Helen Handfield –Jones and Beth Axelrod, Harvar Business School Press, 2001
6. Case Studies in Human Resource Management Editors Sanjeev Bansal, Jaya Yadav, Hargovind Kakkar, I K International Pvt Lid, New Delhi, 2015

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Elective 2	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles:</b> Change Management	
Course Code: MCBM206	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Outcomes</b>	
CO1) To understand the concept of change management and individual change	
CO2) To familiarize with the importance of organizational images and mental models.	
CO3) To Identify reasons for resistance to change	
CO4) To acquire deep understanding of the Leaders and team change management	

Unit No.	Content	Hours
I	Basics of Change management and individuals A. Concept and Importance of changes, Forces and Causes of change, Types of changes, Change management models B. Approaches to Change management: Behavioural, Cognitive and Psychodynamic approach to Change, Distinction between first order and second order change	15
II	Leader and Team change management A. Identify leadership issues in Change, role of a leader in Change Management, Goleman leadership skills and practices, Qualities and Competencies of a Change Leader B. Concept, Importance and limitations of team change, Enhancement of team effectiveness, Individuals affect team dynamics, Tuckman's model of team change and the development changes of teams	15
III	Organisational change and Resistance to Change A. Meaning and process of organisational change, causes of organisational change, eightstep model for transforming organization, Impact of change on organisation, B. Sources of Individual and Organisational resistance, Manifestation of resistance, Minimizing resistance to change, OD and Team Intervention to overcome change, Managing role stress	15
IV	Strategic Implementation of Change A. Strategies and skills for communicating change, Leader as change agent, An Integrated Approach to Organizational Change, Change Strategies, B. Positive Response of Employees to Change, Management of Resistance to Change, Case studies on smart research and action research related to change management of organisations	15
	Total Hours	60

## References:

References .

- Donald L Anderson, Organizational Development, Sage Publications, 5e, 2021.
- Change Management and OD – Ratna Raina, Sage Publications, 1e, 2018.
- Peter G. Northouse, Leadership Theory and Practice, Sage Publications, 1e, 2016.
- Ranjana Mittal, Leadership Personal Effectiveness and Team building, Vikas Publications, 2015.
- John P. Kotter, Leading Change, HBR Press, 2012.
- Barbara Senior, Jocelyne Fleming, Organizational Change, 3e, Pearson publications, 2010.
- D.A. Nadler and M.L. Tushman, 1989. “Organizational Frame Bending: Principles for Managing Reorientation,” Academy of Management Executive, 3:194-204.
- M. Wheatley, 1994. “Searching for a Simpler Way to Lead Organization” (Introduction), pp.1-13; and “The New Scientific Management” (Chapter 8), pp.139-147; in Leadership and the New Science. Berrett-Koehler Publishers, Inc

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Elective III	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>COURSE TITLES:</b> INDIAN BUSINESS HOUSES MANAGEMENT PRACTICES	
Course Code: MCBM207	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Outcomes</b> CO1) To give knowledge about the strategies followed by Indian Business Houses. CO2) To give knowledge about the causes of success/ failures of Indian Business Houses. CO3) To make learners aware about the opportunities and challenges for Indian Business Houses in the current scenario. CO4) To encourage learners to become an entrepreneur with the help of syllabus.	

Unit No.	Content	Hours
I	Introduction to Indian Business Houses and A. History of IBH, Nature and Characteristics, Challenges and Opportunities faced by IBH B. Micro and Macro Factors Responsible for the growth of IBH, Survival Strategies of IBH.	15
II	IBH in Agriculture Sector A. Role of IBHs in agriculture sector, issues and future prospects of IBH , IBH IN AGROindustries, Food Processing Industries, Spinning Mills, Textile Industries, Small Medium Enterprises, Khadi Village Industries 26 B. Case studies- E.g. Sugar industry, Nana Shankar Shet, Mahatma Jyotiba Phule (with respect to agriculture and allied sector), Baba Amte etc.(Teachers can add more case studies related to agriculture and allied sector)	15
III	IBH in Secondary Sector and Service sector A. Role of IBHs in Secondary sector, Issues and Prospect of IBHs in Secondary MSME- Concept, Importance, Factor responsible for growth in MSME in India, Challenges, Role of IBHs in Service Sector, Challenges and opportunities of IBH in Service Sector B. Start Up in India- Make in India, Skill India Programme, Major issues in Indian Start Up Business, Reasons for Success and Failure of Indian Start Up Case studies and Success Stories -Savitribai Phule- The first Successful Woman Educational Leader of India, , Kesari Tours, Eateries- Zomato , Swiggy, Ola Cabs, WHP Jewellers, Girnar Chai, MDH Masale, Kubal Masale, Sri Mahila Griha Udyog Lijjat Papad, Mumbai Dabba wala, AMUL, NIRMA, GHADI Detergent Powder, Grameen Bank, Handloom, Fisheries (Teachers can add more case studies related to Secondary and Service sector)	15

IV	Women Entrepreneurship- Self Employment & Microcredit A. Women Entrepreneurship – Definition and importance, SEWA- Self Employed Womens Association, Growth of SEWA, Activities of SEWA, Microcredit ,Role of Microfinance in women’s empowerment B. Success stories of Indian Business women’s , challenges and problems faced by Indian Business women as educationist, as professionals running firms, Advertising and Film production, industrial enterprise owner	15
	Total Hours	60

**References:**

REFERENCES 1. Women in Educational Leadership by Prof N Pradhan, Published by Shanti Prakashan, Ahmedabad, 2018 2. Women Empowerment - Issues and Experience edited by V V Ramani, ICFAI University Press, Hyderabad, 2005

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Elective IV	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles:</b> Safety and Health Management	
Course Code: MCBM208	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Outcomes</b>	
CO1.To develop an expert manpower to handle the complex industrial environment.	
CO2.To understand occupational health, industrial hygiene, accidental prevention techniques.	
CO3.To make the student aware about safety auditing and management systems, pollution prevention techniques etc.	
CO4.To train the students about role of leadership and team building in safety management.	

nit No.	Content	Hours
I	Legislative measures in industrial safety: A. Factories Act, 1948, Workman's Compensation Act 1943, Employees State Insurance Act, 1948, Child Labour and Women Employee Act. Functions of safety management. B. ILO Convention and Recommendations in the furtherance of safety, health and welfare, Environment Protection Act.	15
II	Occupational Safety, Health and Environment Management: A. Bureau of Indian standards on safety and health 14489 - 1998 and 15001 – 2000 OSHA, Process Safety Management (PSM) as per OSHA, B. PSM principles, OHSAS – 18001, EPA Standards, Performance measurements to determine effectiveness of PSM	15
III	Safety Management: A. Organising for safety, Health and Environment.Organisation : Structure, Function and responsibilities Safety Committee : Structure and function. Relevance of WTO regarding safety, Health and environment. 20 B. Employee participation in safety - Role of Trade union in safety, health and environment.Safety promotion and safety awards, safety, competitions, audio visual publication.	15
IV	Directing safety: A. Definition, process, principles and techniques. Leadership - role, function and attribution of a leader. Essential rules in communication with employees with conducting training, team building and group dynamics. B. Financial cost to individual worker and family, organization and society. Procedures for compilation, utility and limitations of cost data, budgeting for safety	15
	Total Hours	60



## References:

1. The Factories Act with amendments 1987, Govt. of India Publications DGFASLI, Mumbai
2. Grimaldi and Simonds , Safety Management, AITBS Publishers , New Delhi(2001)
3. Industrial Safety –National Safety Council of India ISHET. 4. Dr. K. U. Mistry -  
Fundamentals of Industrial Safety & Health, SiddharthPrakashan, Ahmadabad.
5. Industrial Safety Management – LM Deshmukh
6. ILO Convention – 155 & Recommendation – 164
7. Indian Factories Act 1948 8. Management of International Health & Safety – Roger Passey

<b>Programme Name: M.Com (Business Management)</b>	<b>Semester:II</b>
Course Category: Elective V	
Name of the Dept: <b>M.Com (Business Management)</b>	
<b>Course Titles:</b> Information Transfer Skills in Research	
Course Code: MCBM209	Course Level: 6
Type: Theory	
Course Credit: 4 credit	
Hours Allocated: 60 hrs	
Marks allocated: 100 Marks	
<b>Course Objective:</b> 1. Learner will be able to equip learning skills, crucial skills required use information transfer skills in research 2. Enabling Learners to become more accountable towards doing quality research through meticulous search and use of research information tools	
<b>Course Outcomes</b> CO1.Holistic Approach to learning ensures that students will be ready to establish good research environment CO2. Emergence of digital technologies can facilitate convenient access to information sources and resources CO3. Promising research work through vigilant, accurate and authentic information transfer can support students to bring out high quality research inputs	
Description of Course:	

Unit No.	Content	Hours
I	Learning Skills and Information Resource for Research A. Language Skills - Reading, Types of Reading , Communication, Writing- Types of writing, factors affecting writing, Critical thinking, Problem-solving abilities B. Library, Information Services, Books, e-books, Documents Resources on internet database, electronic journals, technical reports, full text documents, bulletins, thesis, dissertation, scientific publication catalogue, reference sources, patents standards, educational materials	15
II	Gathering and Organising Research Information A. Preliminary Search of research Sources- Library, Formal and Established sources of information- Encyclopedia, Reference books , Bibliography, Appendix, Emerging sources, International sources, Monographs B. Process of Preparing Research Paper , Requisites for writing research paper	15
III	A. . Logic- the study of reasoning, Fundamentals of formal logic- Tools, Techniques and devices used in human thinkingB. Scientific Knowledge- Observation and inferences, Observation- Evidence based and Empirical Data, Inferences- Deductive and Inductive knowledge	15

IV	- Data Storage & Data Management A. CDs & DVDs, Pen drive, Data warehousing & Data marts, Document Management System B. Use of Artificial Intelligence tools in Research, Perils of AI intervention in research, Copy Right Law in Research publications	15
	Total Hours	60

### References:

1) Methods of Teaching English by G Ranabhadra Charyulu Edited by K. Venugopal Rao, Neelkamal Publication, New Delhi, Hyderabad 2010

2) Research Methodology – Logic, Methods and Cases by Dr Sameer Phanse, Oxford University Press, New Delhi, 2016

<b>Internal examination</b>	<b>40 marks</b>	<b>20 marks</b>
Project Presentation/Case Study/Quiz/Group Discussion/Research Paper	10 marks	5 marks
Assignment /Active class Participation/Attendance	10 marks	5 marks
Class test	20 marks	10 marks
Total	40 marks	20 marks

