

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spe c.	Marketing/Finance/Human Resources Management/International Business		
Semester		III				Version	2.0.0.1		
Effective from <i>Academic Year</i>				2024-25		Effective for the batch Admitted in			June 2024
Subject code		2IIIA03MRP		Subject Name		MANAGEMENT RESEARCH PROJECT			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	-	100	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
<p>The main objective of this course is to provide students with the opportunity to delve deeply into a specific business issue within any industry. Working in groups of four to five, students will select their research topic at the beginning of the semester and undertake a thorough research project. Depending on the topic and research design, the project may involve gathering primary or secondary data. Assessment will be based on the submission of a comprehensive written report, a presentation of their findings, and an oral examination (viva voce).</p> <p>2IIIA03MRP.CO1: Examine and elucidate the research problem to establish clear parameters and foster a comprehensive understanding, facilitating effective problem-solving and scholarly inquiry.</p> <p>2IIIA03MRP.CO2: Apply established research methodologies proficiently to adeptly tackle and resolve industry or business challenges.</p> <p>2IIIA03MRP.CO3: Utilize a range of data collection and analysis methods proficiently to address and resolve industry or business challenges effectively.</p> <p>2IIIA03MRP.CO4: Demonstrating advanced creativity and communication proficiency by integrating varied information into written reports, presentations, and viva voce sessions.</p>									
Theory syllabus									

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIA03MRP MANAGEMENT RESEARCH PROJECT							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIA03MRP.CO1	3	3	2	2	3	1	1
2IIIA03MRP.CO2	3	3	2	3	3	2	1
2IIIA03MRP.CO3	3	3	2	3	3	2	1
2IIIA03MRP.CO4	2	3	2	2	3	2	1

Semester 3: Course Name: 2IIIA03MRP MANAGEMENT RESEARCH PROJECT			
Course outcomes	PSO1	PSO2	PSO3
2IIIA09BMA.CO1	3	2	3
2IIIA09BMA.CO2	3	2	3
2IIIA09BMA.CO3	3	2	3
2IIIA09BMA.CO4	3	2	3