

PROGRAMME SPECIFIC OUTCOMES – M.PHIL

- To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future.
- To formulate research problem in terms of research question, objectives and hypotheses and design a step-by-step approach to handle the further.
- To develop measurement tools for attitudinal/ behavior or social / economic / business / economic phenomena relevant to the research problem.
- To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem.
- To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis.
- To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading.

COURSE OUTCOMES M.PHIL

METHODOLOGY OF BUSINESS RESEARCH

- Choose a research problem and devise a design to probe and solve it independently.
- Design measurement tools with a fair degree of validity and reliability to study even phenomena for which no measures are readily available.
- Decide on the appropriate sampling for research problem and go about executing the same with minimal sampling and non-sampling errors.
- Decide the method of data collection, design the data collection tools therefor, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization.
- Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report.

TECHNIQUES OF BUSINESS RESEARCH

- Choose an appropriate statistical tool for description of economic / business /commercial / managerial phenomena with quantitative emphasis.
- Design a statistical test for testing significance of values, relationship, fitness and the like and applying the same with useful drawing of conclusions with evidence.
- Gain upgraded knowledge by the exposures to the applications of advanced statistical models of Tests, etc.
- Interpret the test results with conviction and contextual relevance.

PROFESSIONAL COMPETENCY DEVELOPMENT

- Demonstrate and articulate the competency set of an effective teacher in the present context.
- Enhance the professional use of internet and electronic devices like LCD and laptops.
- Adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn.

RESEARCH FOR BUSINESS DECISIONS

- Choose an appropriate research problem and formulate the problem
- Present a design for research on any research problem and execute the same.
- To understand the scope for research in functional and strategic areas of business.