KLE Technological University
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Leveraging Knowledge

School of Management Studies and Research

Course Code: **22MBAC701**	Course Title: **Business Research methods**	
L-T-P**: 3-0-0**	Credits: **3**	Contact Hrs: **03 Sessions/week**
ISA Marks: **50**	ESA Marks: **50**	Total Marks: **100**
Teaching Hrs: **40hrs**		Exam Duration: **3 hrs**

Course Content

Particulars	**Hours**
Module 1: **Introduction to business research**: Meaning and objectives of research, Research Types, Qualitative and Quantitative approaches to research, Qualitative research – Focus group, case study, ethnography etc. advantages and limitations of qualitative and quantitative research, Quantitative Research Designs, Stages of research process, Characteristics of a Good Research.	**08Hrs**
Module 2: **Review of Literature** Introduction to Primary & Secondary data Review of literature: importance, purpose& process, types of literature reviews; critical, scooping, conceptual review etc, structuring literature review, characteristics of a good research review, sources for review of literature, process of literature review.	**08Hrs**
Module3: **Problem definition and hypothesis formulation:** Research problem, definition of a research problem, identifying the problem, Use of secondary data in defining the problem, Review of literature and problem definition, Research Data bases, Stating the problem as hypothesis: hypothesis, setting of the hypothesis, need for hypothesis.	**08Hrs**
Module 4: **Data Collection and summarization:** Use of primary data in testing the hypothesis Levels of measurement: Nominal, Ordinal, Interval, Ratio Scale, Census, Sampling, sampling techniques-probabilistic and non-probabilistic, Primary data collection, Questionnaire design, types of questions, Tabulation, frequency tables, charts and graphs, data summarization.	**10Hrs**
Module 5: **Report Writing & Ethics in Research:** Report writing and ethics of research: Layout of the report, report writing and presentation, Plagiarism, ethical issues**.**	**06Hrs**

References:

- Cooper and Schlinder, *Business Research Methods,* TMH
- William Zikmund, *Business Research Methods*, Cengage Publication
- G. C. Ramamurthy, *Research Methodology*, Dreamtech Press
- Uma Sekaran and Roger Bougie, *Research Methods for Business*, Wiley Publications
- Uwe Flick, *An Introduction to Qualitative Research*, Sage Publications
- Gerard Guthrie, *Basic Research Methods*, Sage Publications
- G. C. Beri, 2005, *Business Statistics*, 2nd edition, Tata McGraw-Hill.
- R I Lewin and David S Rubin, *Statistics for Management*, 7th edition, Pearson.
- Robert E. Stine, Dean Foster, *Statistics for Business: Decision Making and Analysis*, 1st edition, Pearson.
- J K Sharma, *Business Statistics*, 2rd edition, Pearson

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Course Code: **22MBAE831**	Course Title: **Data Science for Managers**	
L-T-P**: 3-0-0**	Credits: **3**	Contact Hrs: **03 Sessions/week**
ISA Marks: **50**	ESA Marks: **50**	Total Marks: **100**
Teaching Hrs: **40hrs**		Exam Duration: **3 hrs**

Course Content

Particulars	**Hours**
Module 1: **Introduction** What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility? , Data Science vs. Data Analytics, Data Science in Business, Market basket analysis, Natural Language processing, Network analysis, Data wrangling , Supervised learning, unsupervised learning.	**08hrs**
Module 2: **Analytics Process** What is Analytics, objectives of analytics, steps in analytics process, Types of Analytics: Big Data Analytics, Web and Social Media, Analytics project proposal, modeling process, Application of models.	**08 hrs**
Module 3: **Model & Analysis** Descriptive Analytics (Types of data measurement scale, data visualization), Predictive Analytics (Regression, logistic & passion regression-nearest neighbors, random forest, clustering and neural networks), Prescriptive Analytics (linear programming, integer programming, multi-criteria decision-making models such as goal programming and analytic hierarchy process) ,analytics using orange ,SPSS and MS Excel.	**10 hrs**
Module 4: **Models Implementation** Descriptive application models, Predictive application models, Model Management (Model objective, Access and manage data, validate data, deploy of the model, model monitoring.	**06 hrs**
Module 5: **Data Visualization tools:** Creating common visualizations (basic graphs using tools), analyzing different data sets, introduction to Power Bi, Tableau and Google charts **.**	**08 hrs**

References:

- Business Analytics: For Decision Making ,Regi Mathew,Pearson Publications
- Business Analytics: The Science of Data driven decion making, U Dinesh Kumar, Wiley
- Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, SridharSeshadri, Springer
- Introduction to Data Science, Laura Igual Santi Seguí, Springer.

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Course Code: **22MBAE821**	Course Title: **HR Analytics**	
L-T-P**: 3-0-0**	Credits: **3**	Contact Hrs: **03 Sessions/week**
ISA Marks: **50**	ESA Marks: **50**	Total Marks: **100**
Teaching Hrs: **40hrs**		Exam Duration: **3 hrs**

Course Content

Particulars	**Hours**
Module 1: **HR Analytics in Perspective:** Traditional HRM, Changing Trends in HRM and Emergence of Strategic HRM, Role of Analytics, Defining HR Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey Understanding the organizational system (Lean), Locating the HR challenge in the system, Valuing HR Analytics in the organizational system	**08 hrs**
Module 2: Understanding HR Analytics: Introduction, How to Conduct a Purposeful Workforce Analytics, Key Influencers in the HR Analytics Process, Model for Adoption of HR Analytics, Application and Status of HR Analytics **HRA Frameworks:** Current approaches to measuring HR and reporting value from HR contributions, Strategic HR Metrics versus Benchmarking, HR Scorecards & Workforce Scorecards and how they are different from HR Analytics,	**08 hrs**
Module 3: HR Analytics Tools and Techniques: Importance of Data, Types of Data, Data-Capturing Methods, Data Examination and Purification Data Analyzing Techniques, Types of HR Analytics: Descriptive, Predictive and Perspective analytics. Case study on types of analytics.	**08 hrs**
Module 4: **Insight into Data Driven HRA:** Typical data sources, Typical questions faced (survey), Typical data issues, Connecting HR Analytics to business benefit (case studies), Techniques for establishing questions, Building support and interest, Obtaining data, Cleaning data (exercise), Supplementing data. **HR Matrics:** Defining metrics, Demographics, data sources and requirements, Types of data, tying data sets together, Difficulties in obtaining data, ethics of measurement and evaluation. Human capital analytics continuum.	**08 hrs**
Module 5: **HR Dashboards:** Statistical software used for HR analytics: MS-Excel, IBM- SPSS, IBMAMOS, SAS, and R programming and data visualisation tools such as Tableau, Ploty, Click view and Fusion Charts.	**08 hrs**

References:

- Moore, McCabe, Duckworth, and Alwan. The Practice of Business Statistics: Using Data for Decisions, Second Edition, New York: W.H.Freeman, 2008.
- Predictive analytics for Human Resources, Jac Fitz- enz, John R. Mattox, II, Wiley, 2014.
- Human Capital Analytics: Gene Pease Boyce Byerly, Jac Fitz-enz, Wiley,2013.
- The HR Scorecard: Linking People, Strategy, and Performance, by Brian E. Becker, Mark A. Huselid, Mark A Huselid, David Ulrich, 2001.
- HR Analytics: The What, Why and How, by Tracey Smith

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Course Code: **22MBAP802**	Course Title: **Social Entrepreneurship Phase – I**	
L-T-P**: 0-0-3**	Credits: **3**	Contact Hrs: **06 Sessions/week**
ISA Marks: **100**	ESA Marks: **--**	Total Marks: **100**
Teaching Hrs: **90hrs**		Exam Duration: **-- hrs**

Course Content

Particulars	**Hours**
Prerequisite: Rural Immersion Phase II Students are expected to work on the following activities: 1. Discuss what social entrepreneurship is and how it differs from business entrepreneurship 2. Following certain biography exercises, identify your skills and gifts 3. Identify characteristics of successful social entrepreneurs 4. Identify areas of our economy/society where social entrepreneurs work 5. Translate a social problem into an opportunity 6. Prepare a report to create an implementation	**90 hrs**