

Faculty of Management

PART A: Research Methodology Syllabus (Q.1–Q.35)

1. Foundations of Research

- Nature of research – historical, ex-post facto, action, applied, fundamental, conceptual
- Research ethics – privacy, anonymity, validity
- Qualities of a good researcher
- Root meaning of research

2. Research Process

- Steps – problem identification, literature review, hypothesis, objectives, data collection, analysis, reporting
- Research methods – observation, survey, historical, philosophical
- Primary vs secondary data

3. Research Design & Sampling

- Sampling designs – probability & non-probability (quota, stratified, cluster, systematic)
- Designs – Statistical, Observational, Operational
- Counterbalancing & control of order effects

4. Qualitative & Quantitative Research

- Ethnographic, grounded theory, phenomenological approaches
- Qualitative focus – attitudes, opinions, behavior
- Variables – dependent, independent, explanatory

5. Statistical Tools & Analysis

- Measures – mode
- Correlation, regression, ANOVA, MANOVA
- Factorial analysis

6. Workshops, Seminars & Conferences

- Workshops, Seminars, Symposiums, Conferences
- Sociogram technique for human relations

PART B: Management (Q.36–Q.70)

1. Principles & Functions of Management

- Management as Art, Science, or both
- Planning – Objectives, Alternatives, Premises, Decision Making
- Division of work, efficiency, scientific management studies (time, motion, fatigue, method)
- Approaches – empirical, exception principle, authority systems
- Core functions – Planning, Organising, Directing, Controlling, Coordinating

2. Leadership & Motivation

- Leadership styles – Democratic, Autocratic, Laissez-faire, Paternalistic
- Direction – Command, Supervision, Communication, Motivation
- Supervisor motivation styles

3. Quality & Decision Making

- Total Quality Management (TQM) – customer satisfaction, efficiency
- Organisational decision making & policies

4. Organisation Structure & Authority

- Formal structure & definition
- Power, authority, responsibility, accountability
- Span of management
- Line vs staff officers

5. Human Resource Management

- Job rotation, programmed learning
- Performance appraisal – training, promotion, staffing

6. Management by Objectives (MBO)

- Concept and development by Peter Drucker
- Application in performance assessment

7. Comparative Theories & Skills

- Management vs Administration
- Managerial skills – Technical, Human, Conceptual
- Applicability of management in business, family, government

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