



SOCIETAL RESEARCH
25MBSE517

(COURSE HANDBOOK)

MBA

COURSE COORDINATOR:

Ms. Susanna Zeena DSilva

1. GENERAL INFORMATION

Introduction to Societal Research

Societal Research is offered to students in Semester II, with the research skills necessary to understand and address complex societal issues. In today's interconnected world, the ability to analyse social phenomena, gather and interpret data, and propose sustainable solutions is paramount. This course provides a framework for students to develop these essential competencies, fostering informed decision-making and a sense of social responsibility. Through a blend of theoretical knowledge and practical application, students will learn to navigate the research process, from identifying a problem to presenting actionable findings.

This course emphasizes a hands-on approach, guiding students through the various stages of research, including problem identification, objective setting, data collection, and analysis. Students will learn to formulate research questions, design appropriate methodologies, and critically evaluate information. The course also delves into the ethical considerations involved in conducting research with human subjects, ensuring that students are equipped to conduct responsible and impactful studies. Furthermore, the course explores the role of communication in disseminating research findings and advocating for positive social change.

Course Objectives

- Enable the students to develop research skills.
- Acquaint with the knowledge of societal issues.
- Familiarize data analysis and propose sustainable solutions fostering informed decision making and social responsibility.

1.1. Course Outcomes

CO1: Identify a social phenomenon that needs an intervention

CO2: Identify a social phenomenon that needs an intervention.

CO3: Identify the role of employee communication and develop effective communication policies.

CO4: Describe the role of media in crisis management.

2. THE COURSE

2.1. Course Description

SOCIETAL RESEARCH			
Semester	II	CIE Marks	50
Course Code	25MBSE517	SEE Marks	50
Teaching Hours/Week (L:T:P)	0:0:4	Exam Hrs	2.5
Credits	02		

Societal Research (23MBSE527) is a Semester II, 2-credit course designed to equip students with research skills and knowledge of societal issues. Through 0:0:4 (L:T:P) teaching hours per week, students will learn to identify social phenomena requiring intervention, formulate research problems and objectives, and define the scope of their studies. The course covers data collection, analysis, and interpretation, culminating in the development of findings, conclusions, and proposed solutions. Students will also explore the role of employee communication and media in crisis management. The course includes chapters on introduction and problem statement formulation, research objectives and scope, data analysis, and final findings. Assessment is based on 50 marks CIE and 50 marks SEE, with a 2.5-hour exam. The course aims to foster informed decision-making and social responsibility by enabling students to propose sustainable solutions to societal challenges

2.2 Initiating Contact with Staff and Other Students

We encourage open communication and value your inquiries about the Course. However, given the large number of students in this course, we encourage that you use of email, office hours of the faculty and any other forms of correspondence thoughtfully. Before reaching out with administrative questions, please check if your query has already been addressed in previous communications or in the materials provided in this handbook and on our website. Additionally, we encourage you to engage with your peers for discussions and collaborative learning, as this will enhance your understanding of the course material and foster a supportive academic community.

2.3 Resources

Resources go beyond just books—they include dynamic tools like digital libraries, e-learning platforms, and research databases. These modern learning environments offer anytime, anywhere access to academic materials, interactive courses, and cutting-edge research, empowering students to explore knowledge and excel in their fields.

Students can access a variety of resources through the college website. These include the VTU Consortium, e-learning platforms, and additional sources like open-access repositories, government portals (e.g., NPTEL, NDLI). These digital tools provide access to e-books, research papers, video lectures, and interactive tutorials, offering flexible and comprehensive learning environments.

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section >Library>VTU Consortium/e-learning platforms/additional sources).

2.4 Staff

Course Convenor: Ms Susanna Zeena Dsilva
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Contents for Societal Research

Chapter 1:
Introduction, Problem Statement, Title formulation.
Chapter 2:
Research objectives, Need for the study and Scope of the study.
Chapter 3:
Data collection, Analysis and Interpretation
Chapter 4:
Findings, Conclusion and Learning.
Annexure: Questionnaire, Bibliography.

3. ASSESSMENT

The assessment for the Societal Research is based on a 50-mark CIE and a 50-mark SEE. Students are expected to carryout societal research project for a period of one week at the end of the semester 1. It is aimed to foster informed decision-making and social responsibility by enabling students to propose sustainable solutions to societal challenges.

Students are expected to adhere to deadlines and submit reports on time. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

Rubrics for Societal Research

Evaluation type	Particulars	Marks	Total
CIE	Presentation	25	50
	Report Valuation	25	
SEE	Viva Voce	50	50