PROGRAM	**Master of Business Administration**
SEMESTER	**II**
COURSE TITLE	**Business Research Methods**
COURSE CODE	**03BM1202**
COURSE CREDITS	**03**
COURSE DURATION	**40 Hrs (40 sessions of 60 minutes each)**

COURSE OUTCOMES:

- Apply the basic knowledge of research methods to make decisions based on actual business conditions.
- To demonstrate knowledge in different types of research methods and techniques display skill in performing statistical analysis and compose structured reports that reflect in appropriate decision making.
- Identify from the range of quantitative and qualitative research designs advantages and disadvantages associated with each.
- Choose appropriate quantitative or qualitative method to collect data.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Foundations of Research**: Meaning, Significance of Research; Importance of Scientific Research; Research Process: Identification of Research Problem and formulation of Hypothesis; research proposal.	05
II	Research Design : Quantitative and Qualitative Research ;Probability and Non Probability sampling techniques : Scaling Techniques; Basic, Nominal, ordinal, internal, ratio scales; Attitude measurement Scale ;Likert's Scale , Semantic differential , Thurstone Scale and Multi dimensional Scaling	11
III	Parametric tests: Student t- test, z- test, F- test and One-way ANOVA	08
IV	Non Parametric Test : Chi-Square Test, Sign test, Run test(Small Sample & Large Sample), Mann-Whitney *U* test(Small Sample & Large Sample), Wilcoxon matched-pairs signed rank test (Small Sample & Large Sample), Kruskal –Wallis Test	11
V	Research Report: Types and Significance , Structure of Research Report , Presentation of Report; Plagiarism ; SPSS Software an overview	05

Evaluation:
The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weight age
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (ExternalAssessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T 1	Naval Bajpai	Business Research Methods	Pearson Education India	2011
T 2	Deepak Chawla & Neena Sodhi	Research Methodology:Concepts and Cases	Vikas Publishing house	Second Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Dr.Joe Martelli: Dr.Sue Greener	An Introduction to Business Research Methods	Book Boon	2nd edition
R-02	C.R,Kothari	Research Methodology and Methods and techniques	New Age International Publishers	Second Revised Edition
R-03	Donald Cooper and Pamela Schindler	Business Research Methods	MC Graw Hill	12th Edition