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| PROGRAM | Master of Business Administration |
| SEMESTER | 2 |
| COURSE TITLE | Business Research Methods |
| COURSE CODE | 04MB0205 |
| COURSE CREDITS | 3 |
| COURSE DURATION | 42 hours (42 Sessions of 60 Minutes each) |

COURSE OUTCOMES:

- ❖ Appraise various sources of ethical dimensions of conducting research.
- ❖ Designing the basic framework of research process, research designs its techniques.
- ❖ Integrate and Apply knowledge on measurement & scaling techniques as well as sampling designs.
- ❖ Formulate different hypothesis and practice its testing methods in business decision making process.
- ❖ Appraise various sources of information for literature review.

COURSE CONTENTS:

| Unit No | Unit / Sub Unit | Sessions |
|----------------|--|-----------------|
| I | Introduction to Business Research Introduction , Difference Between Basic and Applied Research, Defining Business Research, Roadmap to Learn Business Research Methods, Business Research Methods: Structuring Research Proposal (Problem Statement, Research Objectives, Literature Review), A Decision Making Tool in the Hands of Management, Problem or Opportunity Identification, Diagnosing the Problem or Opportunity, Executing Business Research to Explore the Solution, Implement Presented Solution, Evaluate the Effectiveness of Decision Making. | 08 |
| II | Business Research Process Design Defining the Management Problem, Introducing the Dimensions to the Problem, Types of Research: Exploratory Research (Focus Group Interviews, Projective Techniques), Descriptive Research (Cross-Sectional Study, Longitudinal Study) , Causal Research. Measurement and Scaling Scales of Measurement, Criteria for Good Measurement (Validity, Reliability, Sensitivity), Measurement Scales (Single-Item Scales, Multi-Item Scales, Continuous Rating Scales) | 11 |
| III | Questionnaire Design Questionnaire Design Process (Phase I: Pre-Construction Phase, Phase II: Construction Phase, Phase III: Post-Construction Phase) Sampling and Sampling Distributions Random Sampling Methods [Simple Random Sampling, Stratified Random Sampling, Cluster (or Area) Sampling, Systematic (or Quasi-Random) Sampling, Multi-Stage Sampling], Non-random Sampling [Quota Sampling, Convenience Sampling, Judgement Sampling, Snowball Sampling] , Sampling and Non-Sampling Errors. | 11 |
| IV | Fieldwork and Data Preparation Fieldwork Process, Data Preparation Process, Data Analysis Non-Parametric Statistics Runs Test, Mann–Whitney U Test, Wilcoxon Matched-Pairs Signed Rank Test, Kruskal –Wallis Test. | 8 |
| V | Preparing Reports | 4 |

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| | Technical and Academic Report Writing, Significance of Report writing, Review of Literature, Layout of Research Report, Precaution for writing Research Report, Citations & Bibliography and Conclusion. | |
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EVALUATION:

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

| | Component | Weightage |
|---|--|---------------------------|
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

SUGGESTED READINGS:
Text Books:

| Sr. No | Author/s | Name of the Book | Publisher | Edition & Year |
|--------|-----------------------------|--|-------------------|----------------|
| T-01 | Naval Bajpai | Business Research Methods | Pearson | 2/E, 2017 |
| T-02 | Deepak Chawla & Neena Sodhi | Research Methodology: Concepts and Cases | Vikas Publication | 2/E, 2016 |

Reference books:

| Sr. No | Author/s | Name of the Book | Publisher | Edition & Year |
|--------|--|---|--------------------------|----------------|
| R-01 | Cooper And Schindler | Business Research Methods | Mcgraw-Hill Publication | 12/E, 2014 |
| R-02 | C.R.Kothari And Gaurav Garg | Research Methodology: Methods and Techniques | New Age International | 3/E, 2014 |
| R-03 | D.K. Bhattacharya | Research Methodology | Excel Books | 2/E, 2006 |
| R-04 | Zikmund, W.G., Babin, B. J., Carr, J.C., Adhikari, A., & Griffin, M. | Business Research Methods: A South –Asian perspective. | Cengage Learning | 4/E, 2016 |
| R-05 | Saunders, M., Lewis, P. & Thornhill, A. | Research Methods for Business Students. | Pearson Education Ltd. | 5/E, 2011 |
| R-06 | Sekaran, U. & Bougie, R. | Research Methods for Business: A Skill-Building Approach. | John Wiley and Sons Inc. | 4/E, 2016 |