

<b>Name of Faculty</b>	:	Faculty of Commerce and Management
<b>Name of Program</b>	:	Master of Business Administration (M.B.A)
<b>Course Code</b>	:	2MBA07
<b>Course Title</b>	:	Research Methodology
<b>Type of Course</b>	:	Value Added
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	Basic Research ability, Basic Knowledge of Statistics, Basic Knowledge of Mathematics, Basic Terminologies.
<b>Course Objective</b>	:	This course will help the students to conduct Business Research through appropriate Business Research Process and understand the importance of ethical Research practices in research study.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Identify appropriate research designs and methodologies to apply to a specific research project in a business function.
	CO2	Analyse qualitative and quantitative data as a part of a defined research project
	CO3	Develop a comprehensive research methodology for a given research question and Evaluate literature for a given research problem
	CO4	Determine the relevance of research tools and techniques for analysing and evaluating research problems
	CO5	Construct an effective research proposal for a given study in a management function.

#### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
4	0	0	4	70	30	00	00	100

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

### Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	<p><b>Business Research Fundamentals:</b>  <b>Research:</b> meaning and types of business research – basic, applied, comparative, absolute, problem solving, problem Identifying, qualitative, quantitative, characteristics of good research.  <b>Hypothesis:</b> Types of hypothesis – Descriptive, Relational – Correlational and Causal, null and alternate.  <b>Brief Introduction to Business Research Process</b></p>	18	18%	CO1
2	<p><b>Steps in Business Research Process - I:</b>            Problem Identification / Problem statement, Review of Literature (including citation and bibliography / references), Research Questions &amp; Research Objectives, Hypothesis formulation  <b>Research Design:</b>  <b>Exploratory Research Design:</b>            Difference between Qualitative and Quantitative Research, Qualitative Research: Observation, Focus Group, Depth, Interview, Projective Techniques.</p>	15	28%	CO2
3	<p><b>Conclusive Research Design:</b>            Quantitative Research: Descriptive research – survey, survey methods. Causal research - Experimentation – labs v/s field experiments, with and without control, before and after.  <b>Steps in Business Research Process - II:</b>            Sampling Design – Probabilistic and non-probabilistic sampling.            Sources of data – primary and secondary Measurement and Scaling. Validity and reliability. Questionnaire designing</p>	15	28%	CO3
4	<p><b>Steps in Business Research Process - III:</b>            Data Preparation – Preliminary questionnaire screening, editing, coding and data entry (using statistical software).            Research Writing: - Research Proposal Synopsis, Research Report</p>	12	26%	CO4 CO5
5	<p><b>Practical:</b>            Prepare Research Project with all the steps of Research Design starting from Identification of Research Problem to Findings &amp; Conclusion.</p>	---	---	

#### Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	15	30	30	15	-

*NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Reference Books**

<b>Sr. No.</b>	<b>Name of Reference Books</b>
1	Business Research Methods: Naval Bajpai, Pearson, Latest edition
2	Marketing Research - An applied orientation: Naresh Malhotra and Satyabhusan Dash, Pearson, Latest edition
3	Business Research Methodology: J. K. Sachdeva, Himalaya, Latest edition
4	Research methods for business: A skill building approach, Uma Sekaran, Wiley India, Latest edition
5	Business Research Methods : Donald R. Cooper and Pamela S.Schindler, TMH, Latest edition.

**List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc**

<b>Sr. No.</b>	<b>Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc</b>
1	Journal of Indian Business Research
2	Sankhya - Indian Journal of Statistics
3	Financial Express
4	Economic Times
5	Business Standard