



COURSE TITLE : BUSINESS RESEARCH METHODS

COURSE CODE : MGMT603

CREDIT UNITS : 03

COURSE LEVEL : PG

<i>L</i>	<i>T</i>	<i>P/ S</i>	<i>SW/F W</i>	<i>TOTAL CREDIT UNITS</i>
3	0	-	-	3

Course Objectives:

- To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest.
- To develop practical knowledge and skills to understand and carry out research projects
- To develop understanding of the basic techniques and tools for conducting research.
- To develop contents and organization of both the written report and oral presentation for which the research study was done.

Pre-requisites:

Knowledge of fundamentals of quantitative techniques

Student Learning Outcomes: By the end of this course, students will be able to

1. Analyze qualitative and quantitative data, and explain how evidence gathered supports or refutes an initial hypothesis.
2. Evaluate critically the quality of research by others
3. Formulate research questions designed to test, refine, and build theories
4. Identify and demonstrate facility in research designs and data collection strategies that are most appropriate to a particular research project
5. Formulate a complete and logical plan for data analysis that will adequately answer the research questions and probe alternative explanations
6. Interpret research findings and draw appropriate conclusions

Course Contents/Syllabus:

	<i>Weightage (%)</i>
Module I Nature and Scope of Research Methodology	20
Types of research: Exploratory, Conclusive (Descriptive and Causal), Research process and steps in conducting research; Approaches of research: deductive, Inductive, qualitative and quantitative; Planning a research project: Problem identification and formulation. Research Design: Exploratory, Descriptive and Experimental.	
Module II Research Methods and Data Collection Technique	20
Research modelling: Types, and Stages; Data collection methods: Survey, Observation and Questionnaire ; Questionnaire Design: Steps in constructing a questionnaire, Types of questions, Attitude measurement ; Scaling techniques: Ratio, interval, ordinal and nominal ; Sampling Plan: Sampling frame, sample selection methods- Probability and non- probability, sample size; Sampling and non-sampling errors; Editing, tabulating and validating of data.	

Module III Data Analysis Techniques	30
Descriptive statistics, Review of hypothesis testing procedures: Parametric tests (z-test, t-test, and F-test) and Non-parametric test (Chi-square test, One-way and two-way ANOVA) Associative and Predictive analysis: Correlation and Regression- bivariate and multivariate Multivariate Techniques: Multi-Dimensional scaling, Data reduction (Factor analysis) and cluster analysis Data Analysis: Introduction to statistical software SPSS 21.0	
Module IV -Field Project and Report Writing	30
Pre-Writing considerations, Research report components, Common Problems encountered when preparing the Research Report. Presenting research report.	

Pedagogy for Course Delivery: Lectures, Case studies, Discussions

The course will be a combination of theoretical and case based styles. Case studies, active participation in team exercises, and practical information by Industry experts reinforce learning.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30		70

Theory Assessment (L&T):

<i>Continuous Assessment/Internal Assessment</i>						
Components (Drop down)	CPA	TP	ME	A	End Term Examination	
Weightage (%)	5	10	10	5	70	

References

- Cooper D R, Schindler P S and Sharma J K (2012) ; Business Research Methods, McGraw Hill Education
- Zikmund William G; Business Research Methods, Thomson South- Western
- Bryman and Bell; Business Research Methods, Oxford University Press
- Malhotra, Naresh (2007); Market Research, Prentice Hall of India
- Churchill, Gilbert A, Lacobucci, Dawn (2008); Marketing Research: Methodological Foundations, South Western
- Panneerselvam R(2006); Research Methodology, Prentice Hall of India

Software:

Students can use SPSS 21.0 for analyzing the data for marketing research