Business Research Methods

Sem II

I>Course Content:

Semester	II Core
Subject	Business Research Methods
Course Code	MMSC204 (RGCMS)
Credits	4
Duration	40

Learning Objective:

1. To understand the importance of research and various methods that researcher used to investigate problems
2. Applying Modern Analytical tools for Business Management Decisions
3. To derive strategies from the research
4. To understand the challenges in collecting the data collection and analysis
5. To interpret the data to make meaningful decisions.

Module

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to Research	Lecture	Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study.
2	Research Problem and Formulation of Research Hypotheses	Lecture	Defining the Research problem; Management Decision Problem vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.
3	Research Design	Lecture	Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design
4	Primary and Secondary Data	Field Work	Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method

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Sr. No.	Content	Activity	Learning outcomes
5	**Attitude Measurement and Scaling**	**Lecture**	Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement
6	**Questionnaire Design**	**Lecture**	Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method
7	**Sampling and Data Processing**	**Case Study and SPSS / Excel**	Sampling concepts- Sample vs Census, Sampling vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.
8	**Univariate and Bivariate Analysis of Data**	**SPSS Lab / Excel**	Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data- Analysis of Nominal scale data with only one possible response, Analysis of Nominal scale data with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data
9	**Testing of Hypotheses**	**Analyzing Primary Data**	Concepts in Testing of Hypothesis – Steps in testing of hypothesis, Test Statistic for testing hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions.
10	**Chi-square Analysis**	**Analyzing Primary Data**	Chi square test for the Goodness of Fit; Chi square test for the independence of variables; Chi square test for the equality of more than two population proportions

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11	**Analysis of Variance**	**Lecture and Analyzing Primary Data**	Completely randomized design in a one-way ANOVA; Randomized block design in two way ANOVA; Factorial design
12	**Research Report Writing and Ethics in research**	**Lecture**	Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and
			Suggested Recommendations; Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations. Meaning of Research Ethics; Clients Ethical code; Researchers Ethical code; Ethical Codes related to respondents; Responsibility of ethics in research
13	**Presentation / Report**	**PowerPoint**	

II>Course Outcomes

Code	Course Outcome	Cognition
MMSC 204.1	Understand the importance of research and various methods that researcher used to investigate problems	Understand
MMSC 204.2	Apply Modern Analytical tools for Business Management Decisions	Apply
MMSC 204.3	understand and analyze to derive strategies from the research	Analyze
MMSC 204.4	Understand, Analyze and Evaluate the challenges in collecting the data collection and analysis	Evaluate
MMSC 204.5	Analyze and interpret the data to make meaningful decisions	Analyze

Text books

1	Business Research Methods – Cooper Schindler
2	Research Methodology Methods & Techniques – C.R.Kothari
3	Statistics for Management – Richard L Levin

Reference Books

1	D. K. Bhattacharya: Research Methodology (Excel)

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2	P. C. Tripathy: A text book of Research Methodology in Social Science(Sultan Chand)
3	Saunder: Research Methods for business students (Pearson)
4	Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
5	Business Research Methods – Alan Bryman & Emma Bell – Oxford Publications
6	Business Research Methods – Naval Bajpai – Pearson Publications