

## Course Title: Business Research Methods

Course Code	: 17BA2T5	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: I year/II semester	Tutorial Periods	: 2

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### Course Objectives

This course seeks:

1. To provide an understanding of different aspects associated with the research process relating to management, business and the social sciences.
2. To focus on specific philosophical debates underlying social science research and its relevance to the understanding of knowledge, objects and truth.
3. To provide an understanding on conducting research in terms of producing research problems and questions, proposal writing and supervision, writing a dissertation, literature reviews, research methods, and specific ethical issues.

### Course Outcomes

Students will be able to:

1. Build upon the fundamental concepts of research and underlying assumptions.
2. Combine the process of research and its various elements through various research designs and techniques.
3. Construct the data using various uni-variate and bi-variate techniques.
4. Apply various methodologies including sampling, questioning, empirical techniques in their project work reports.

**Unit 1- Introduction:** Nature and importance of research- The role of business research- Types of research; Primary data and secondary data- tools and techniques of collecting data; Sampling design and sampling procedures-Random Vs. Non-random sampling techniques- determination of sample size.

**Unit 2- Measurement concepts:** Measurement and Scaling concepts- Attitude measurement, Questionnaire design- Psychometric, psychological and social instruments used in management research; Levels of measurement and types of scales- Criteria for good measurement.

**Unit 3- Research Design:** Research process- Meaning of research design- Functions and goals of research design- Characteristics- Phases- Design for different types of research- Outlining a research proposal; Pilot study and developing a case study.

**Unit 4- Data Analysis:** Editing and coding- Transform raw data into information- Basic data analysis- Multivariate Analysis: Nature of multivariate analysis, classifying multivariate techniques, analysis of dependence and analysis of interdependence.

**Unit 5- Survey and Field work Management and Report Writing:** Selection of an appropriate survey research design, Nature of field work, Principles of good interviews and field work management. Dynamics of research report writing. Ethical issues in research.

**Case Study:** Compulsory. Relevant cases have to be discussed in each unit.

### **Reference Books**

1. Kothari C.R., “Research Methodology”, Wishwa Prakashan, 2009.
2. Willam G. Zikmund: “Business Research Methods”, Cengage Learning, New Delhi, 2006.
3. Ajai S. Gaur and Sanjaya S. Gaur, “Statistical Methods for Practice and Research”, Sage Publications, New Delhi, 2007.
4. Alan Bryman, Emma Bell, “Business Research Methods”, Oxford University Press, New Delhi, 2008.
5. Battacharya D.K., “Research Methodology”, Excel Books, New Delhi.
6. Cooper R. Donald & Schindler S. Pamela, “Business Research Methods”, 9/e, Tata McGraw Hill, New Delhi.
7. Kothari C.R, “Research Methodology Methods and Techniques”, New Age International Publishers, New Delhi, 2009.
8. Panneerselvam R., “Research Methodology”, PHI Learning Private Limited, New Delhi, 2009.
9. Sachdeva, “Business Research Methods”, Himalaya Publishing House, Mumbai.
10. Shajahan S., “Research Methods for management”, JAICO Publishing House, New Delhi, 2009.