

Business Research Methods

Course Code	21BA2T5	Year	I	Semester	II
Course Category	Core	Branch	Business Administration	Course Type	Theory
Credits	4	L-T-P	4-0-0	Prerequisites	Nil
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO1	Understanding of different aspects associated with the research process relating to management, business and the social sciences.	L3
CO2 & CO3	Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research.	L3
CO4	Preparing the Data for Analysis, Report writing and presentation of results.	L3
CO5	Analyze data the data using various uni-variate and bi-variate techniques.	L4

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	-	3	-	-	-	3	-	-	-	-	3	3
CO2	3	-	3	-	-	-	3	-	-	-	-	3	3
CO3	3	3	3	-	-	-	3	-	-	-	-	3	3
CO4	3	3	3	-	-	-	3	-	-	-	-	3	3
CO5	3	3	3	-	-	-	3	-	-	-	-	3	3

SYLLABUS

Unit No.	Contents	Mapped CO
I	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.	CO1
II	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.	CO2 CO3
III	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.	CO2 CO3
IV	Preparing the Data for Analysis, Report writing and presentation of results: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation - Importance of report writing, types of research report, report structure, guidelines for effective documentation. Ethical issues in research.	CO1 CO4

V	Hypothesis: Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis - Parametric and Non-Parametric Test: T-Test, Z-Test, - Statistical Analysis: Bivariate Analysis (Chi-Square only), Multivariate Analysis (Theory Only) - ANOVA: One- Way and Two-Way Classification. (Theory Only).	CO1 CO5
Case Study Compulsory. Relevant cases have to be discussed in each unit.		

Learning Resources	
Text Books:	
<ol style="list-style-type: none"> 1. Kothari C.R. (2019), “Research Methodology Methods and Techniques”, Wishwa Prakashan Publishers. 2. William G. Zikmund (2016), “Business Research Methods”, 8th Edition, Cengage Learning, New Delhi. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Ajai S. Gaur and Sanjaya S. Gaur (2012), “Statistical Methods for Practice and Research”, Sage Publications, New Delhi. 2. Alan Bryman, Emma Bell (2011), “Business Research Methods”, Oxford University Press, New Delhi. 	
e- Resources & other digital material:	
<ol style="list-style-type: none"> 1. http://www.himpub.com/documents/Chapter1037.pdf 2. https://bookboon.com/ 3. https://gent.uab.cat/diego_prior/sites/gent.uab.cat.diego_prior/files/02_e_01_introduction-to-research-methods.pdf 	