**Syllabus for Master of Business Administration, 2nd Semester**

**Subject Name: Research Methodology (RM) Subject Code: 4529206**

**With effective from academic year 2018-19**

# Learning Outcome:

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| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Familiarize the students with the types of problems often faced by Business Organizations
 |
| Critical thinking, Business Analysis, Problem Solving and InnovativeSolutions (CBPI) | * Understand the importance of systematic approach to problem solving
 |
| Global Exposure and Cross-Cultural Understanding (GECCU) | * Gain exposure to globally accepted theories and methodologies of conducting business research
 |
| Effective Communication (EC) | * Understanding the crucial aspects of effective communication and interpretation of research

findings. |

1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| --- | --- | --- | --- |
| **Module No:** | **Module Content** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Business Research Fundamentals:**Research – meaning and types of business research – basic, applied, comparative, absolute, problem solving, problem identifying, qualitative, quantitative, characteristics of good research.Hypothesis, Types of hypothesis – Descriptive, Relational – Correlational and Causal, null and alternate.Brief Introduction to Business Research Process | 10 | 17 |
| **II** | **Steps in Business Research Process - I:**1. Problem Identification / Problem statement
2. Review of Literature (including citation and bibliography / references).
3. Research Questions & Research Objectives
4. Hypothesis formulation
5. **Research Design:**

**Exploratory Research Design:**Difference between Qualitative and Quantitative Research.*Qualitative Research:*Observation, Focus Group, Depth Interview, Projective Techniques. | 10 | 18 |
| **III** | **Conclusive Research Design:***Quantitative Research:*Descriptive research – survey, survey methods. Causal research – Experimentation – labs v/s field experiments, with and without control, | 10 | 18 |
|  | before and after.**Steps in Business Research Process - II:**1. Sampling Design – Probabilistic and non- probabilistic sampling.
2. Sources of data – primary and secondary Measurement and Scaling. Validity and reliability. Questionnaire designing.
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| **IV** | **Steps in Business Research Process - III:**1. Data Preparation – preliminary questionnaire screening, editing, coding and data entry (using statistical software).
2. Research Writing: - Research Proposal Synopsis, Research Report
 | 10 | 17 |
| **V** | **Practical:**A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member. | --- | (30 marks CEC) |

1. **Pedagogy:**
	* ICT enabled Classroom teaching
	* Case study
	* Practical / live assignment
	* Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

|  |  |  |
| --- | --- | --- |
| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component
 | 30 marks |
| * Class Presence & Participation
 | 10 marks |
| * Quiz
 | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

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| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication /****Edition** |
| 1 | Naval Bajpai | Business Research Methods | Pearson | Latest |
| 2 | Naresh Malhotra andSatyabhusan Dash | Marketing Research – Anapplied orientation | Pearson | Latest |
| 3 | Donald R. Cooper and Pamela S.Schindler | Business Research Methods | TMH | Latest |
| 4 | Zikmund Willium | Business ResearchMethods | Thomson | Latest |
| 5 | Uma Sekaran | Research methods for business: A skill buildingapproach | Wiley India | Latest |
| 6 | Panneerselvam R. | Business Research Methods | John Wiley andSons | Latest |
| 7 | D. K. Bhattacharyya | Research Methodology | Excel | Latest |
| 8 | J. K. Sachdeva | Business ResearchMethodology | Himalaya | Latest |
| 9 | Adithan Bhujange | Research Methodology forManagement and social Science | Excel | Latest |
| 10 | Alan Bryman | Business Research Methods | OxfordUniversity Press | Latest |

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Journal of Indian Business Research
2. International Journal of Statistics and Analysis
3. Sankhya – Indian Journal of Statistics
4. Economic Times
5. Financial Express
6. Business Standard
7. Economic & Political Weekly
8. Vikalpa