

Copy of the syllabus of the research methodology coursework.

SEMESTER – II

BUSINESS RESEARCH METHODS

Course Code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits (C)
21MB2C13	BRM	PC	3	1	0	4
OBJECTIVES: To master research methodologies and techniques for gathering and analyzing business data.						
PRE-REQ COURSES: None						
CO Number	Course Outcome (CO) Statement				Blooms Taxonomy Knowledge Level	
CO1	Understand the fundamentals of conducting research in a business context.				K2	
CO2	Learn various research methodologies and data collection techniques.				K2	
CO3	Develop skills in analyzing and interpreting business research data.				K6	
CO4	Learn how to formulate research questions, design research studies, and develop research proposals.				K2	
CO5	Apply research findings to make informed business decisions and solve real-world business problems.				K3	

*FC – Foundation Course; PC - Professional Core;
PE - Professional Elective; EEC - Employability Enhancement Course
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create*

Mapping Course Outcomes with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	1	2	1	3	1	3	1
CO2	3	3	1	2	1	3	1	3	1
CO3	3	1	1	1	1	3	3	3	1
CO4	3	3	1	2	1	3	1	3	1
CO5	3	3	1	2	1	3	3	3	2

3 – Strong; 2 – Medium; 1 – Low

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UNIT I	INTRODUCTION	12
Introduction to Research Types of research - Research process - Problem definition and objective - Formulation - Research Design Exploratory - Descriptive - Causal research design - Post facto research - Research in an evolutionary perspective - The role of theory in research.		
UNIT II	MEASUREMENT AND SCALING	12
Fundamentals of measurement and scaling - Different scales - Construction of instrument - Measurement of variables - Developing scales - Validity testing - Reliability testing - Validity of findings - internal and external validity		
UNIT III	DATA COLLECTION METHODS AND SAMPLING	12
Data Collection Methods Primary and secondary data collection methods - Guidelines for questionnaire design - Survey vs observation- Sampling techniques- probability and non probability sampling methods - Determination of sample size - Hypothesis development and testing		
UNIT IV	MULTIVARIATE STATISTICAL TECHNIQUES	12
Data preparation and editing, coding of data & data entry - Qualitative vs quantitative data analyses - Bivariate vs. Multivariate techniques -Multivariate statistical techniques- Discriminant analysis - Factor analysis - Multiple regression analysis - Cluster analysis - Conjoint analysis - Application of Statistical Software for Data Analysis		
UNIT V	REPORT WRITING	12
Research report - Contents of report - Report writing - Subjectivity and objectivity in research - Ethics in research & ethical behaviour of research -Executive summary- Software for detection of Plagiarism.		

Total periods: 60

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LEARNING OUTCOMES	Students will acquire the knowledge and acquire skills in conducting research and analyzing data for business purposes.
REFERENCES	<ol style="list-style-type: none"> 1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, New Delhi Tata McGraw Hill Publishing Company Limited, 2018. 2. Uma Sekaran, Research Methods for Business, New Delhi Wiley India, 2017 3. William G. Zikmund, Business Research Methods, New Delhi Thomson Learning, 2016. 4. Business Research Methods by William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin 5. Research Methods for Business- A Skill-Building Approach by Uma Sekaran and Roger Bougie
PEDAGOGY AND ASSESMENT	<p>Pedagogy: Lectures, Discussions and Case study</p> <p>Assessment: Report, Presentation, Quiz, Tests, End Semester Exams</p>
ONLINE CONTENTS (MOOC, SWAYAM, NPTEL, WEBSITES, etc.)	


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