

Subject Code: 1MS3010301	Subject Title: Business Research Process
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1. Course Overview

This course deals with the basic concepts of research methodology, some illustrations of their practical usage and understanding of some data analysis software. Management of business and industrial enterprises involves some basic functions to achieve the objectives of the organizations through well planned decisions on a variety of business issues. For better decision making it is required to have sufficient information about the particular business area as information reduces the uncertainty in decisions. In this context research helps in developing the information about the various business areas and this way it also assist the managerial decision making.

2. Course Objectives

After the course, participants

- Would be able to understand basic of research and the research process.
- Would be able to conduct research work and formulate research synopsis and report.
- Would develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
4	0	0	4	60	40	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to research and business research, Objectives of research, Types of Research, Research Process	9	20
2	Formulation of research Problem, Selecting Research Problem,	9	20

	Techniques of Defining Problem		
3	Defining Research Design, Need of Research Design, Types of Research Designs, Basic Principles of Experimental Designs	9	20
4	Sampling Design, Census Vs Sample Survey, Steps in Sample Design, Types of Sample Design Types of Data Collection Methods, Collections of Primary Data, Collections of Secondary Data, Selection of Appropriate Method for Data Collection	9	20
5	Measurement in Research, Measurement Scales, Sources of Error in Measurement, Technique of Developing Measurement Tools	9	20

5. Suggested Readings

Text Books

Author	Publication	Title
C.R. Kothari	New Age International Publishers	Research Methodology: Methods & Techniques

Reference Books

Author /s	Publication	Title
David J. Luck; Ronald S. Rubin	Prentice Hall India	Marketing Research
Naval Bajpai	Pearson	Business Research Methods
Cooper, Schindler & Sharma	Tata McGraw Hill	Business Research Methods

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination * For the written examination, the open book examination may be opted by the paper setter appropriately	60%

2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. -The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%
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