

COURSE CODE: 2CM2010302	COURSE TITLE: Business Research Methodology
COURSE TYPE : CORE COURSE	
COURSE OBJECTIVE: To acquaint the students with the basics concepts, tools and techniques for undertaking research in business and writing research report.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Introduction to Research: (1) Meaning of Research; (2) Objectives of Research; (3) Types of Research; (4) Steps in Research Process; (5) Research Problem formulation, (6) Criteria for good research, (7) Developing research proposal. (8) Research Design: Meaning, Need, Features, Important concepts, Types (9) Hypothesis- Meaning, Nature, Significance, Types of Hypothesis, Sources.(10) Sampling – a) Meaning of sample and sampling, b) Methods of sampling- i)Non Probability Sampling –Convenient, Judgment, Quota, Snow ball ii) Probability – Simple Random, Stratified, Cluster, Multi Stage.	15	25%
2.	Data collection and Processing: (1) Types of data and sources – Primary and Secondary data sources (2) Methods of collection of primary data: (A) Observation: (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets) (B) Experimental: (i) Field (ii) Laboratory (C) Interview: (i) Personal Interview (ii) focused group, (iii) in-depth interviews -Method (D) Survey: (i) Telephonic survey, (ii) Mail, E-mail, Internet survey, (iii) Social media, and Media listening. (3) Survey instrument: (i) Questionnaire designing. (ii) Types of questions- (a) structured/ close ended and (b) unstructured/ open ended, (c) Dichotomous, (d) Multiple Choice Questions. (4) Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Likert rating Scale.	15	25%
3.	Data analysis and Interpretation: 1) Univariate Data Analysis i. Comparing observed data with standard / expected ii. Parametric – T test iii. Non-parametric – Runs, One Way, Chie-Square 2) Bivariate Data Analysis i. Difference between variables ii. Parametric - T-test (independent& paired) iii. Non-parametric – Mann-Whitney U test	15	25%

	3) Similarities between variables (No Numerical Problems – Understanding application through statistical software) Parametric – Correlation & Regression 4) Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable, Parametric – ONE WAY ANOVA, Non-parametric – Kruskal Wallis.		
4.	Techniques of Report Writing: 1) Report writing – (i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes, Endnotes and Bibliography, Abstract 2) Ethics in research. 3) Objectivity, Confidentiality and anonymity in Research 4) Plagiarism.	15	25%

References Books:

1. Beri, G.C. *Marketing Research*. New Delhi: The Tata McGraw-Hill Companies.
2. Donald Cooper & Pamela Schindler: “*Business Research Methods*” Tata McGraw Hill
3. Harper W. Boyd Jr. , Ralph Westfall, *Marketing Research- Text and Cases*.
4. Kothari C R, *Research Methodology (Methods and Techniques)* New Age Publications
5. Malhotra Naresh K, *Marketing research and applied orientation*, Pearson
6. O.R.Krishnaswamy, *Research methodology in Social sciences*, Himalaya Publication