

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Research Methods and Analytical Techniques
Course Code:	2MS2010204T
Pre-requisite Course:	Quantitative techniques, Basic of Marketing,

Course Objectives:

- 1) To make students understand the scientific approach towards Business Research Processes.
- 2) To make students understand the application of Data Measurement and Data preparation
- 3) To prepare students to conduct the analysis of the data and interpretation to draw concrete conclusions which facilitates the decision making in an organization with regard to understanding the market
- 4) To prepare students for an application-oriented approach by making them understand and execute the various computing skills related to research

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
3	1	-	4	60	40	-	-	100

Course Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Define Research and Business Research, Types of Business Research, Ethics in Business Research, Business Research Process, Business Research Proposal, Research Design, Qualitative and Quantitative Research	12	25%
2	Measurement and Scaling, Rating Scales, Ranking Scales, Reliability and Validity, Selection of Measurement Scale, Data Collection Methods, Sources of Data, Interview, Questionnaire Method, Survey Method, Observation Method, Sample Size and Sampling Decision, Sampling Error	12	25%
3	Data Analysis-Data Preparation, Descriptive Analysis using Tables, Graphs, and Charts, Introduction to Hypothesis Testing, Type-I and Type-II Error, Hypothesis Testing for Single Population, Hypothesis for Two population	12	25%
4	Analysis of Variance, Completely Randomized Design, Randomized Blocked Design, Hypothesis for Categorical Data Chi Square Test, Correlation and Simple Regression Analysis, Data Presentation- Report Writing	12	25%

Text Books:

Sr. No.	Books
1	Business Research Methods by Cooper and Schindler, McGraw-Hill publication

Reference Books:

Sr. No.	Books
1	Business Research Methods by Naval Bajpai, Pearson publication
2	Research Methods for Business A skill building Approach by Uma Sekaran, Wiley publication
3	Business Research Methods by William Zikmund, S-W Learning
4	Statistics for Management by Richard Levine and David Rubin, Pearson publication
5	Business Statistics for Cotemporary Decision Making by Ken Black, Willey publication

List of Open Source:

“Research papers and other related concepts” available on

1. <https://ess.inflibnet.ac.in/>
2. <https://www.inflibnet.ac.in/>
3. <https://www.springeropen.com/journals>

LAB/Practical

1. Students should be taught to execute a research project by applying the fundamentals of research done in the class
2. Preparation of questionnaire and actual data collection from the field
3. Expert talk from Researchers from the corporate can be arranged for students to understand researcher's role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To state various types of research carried out in business domain	1 Remembering
CLO2	To Understand business research process	2 Understanding
CLO3	To compare and contrast various data collection methods used in business research	2 Understanding
CLO4	To Apply fundamentals of research in business problems through conducting a survey	3 Applying, 4 Analyze
CLO5	To analyze & interpret the data to draw concrete conclusions	4 Analyze, 5 Evaluate,
CLO6	To plan and develop a research report to solve a business problem or an opportunity from business perspective	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CLO1	H			L						
CLO2	H	M								
CLO3	H	M						L		
CLO4		H	H	M		L		L		
CLO5			H	H		M	L	M		
CLO6			H	H		H		M		

H: High, M: Medium, L: Low