

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Research Process
Course Code:	2MS3010301T
Pre-requisite Course:	Basic of Marketing and research

Course Objectives:

- 1) To make students understand basic of research and the research process
- 2) To make students understand various kinds of research, objectives of doing research, research designs and sampling
- 3) To prepare students to conduct the analysis of the data and interpret it to draw concrete conclusions for facilitating the decision making in an organization with regard to market research
- 4) To prepare students for an application oriented approach by conducting research work and formulating research report

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	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
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, Techniques of Defining Problem	9	20
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

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

List of Open Source Software/learning website:

“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
2. Design a questionnaire and collect data from the field

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 & understand the business research process	1 Remembering, 2 Understanding
CLO2	To understand the data collection methods used in business research	2 Understanding
CLO3	To conduct a survey by applying fundamentals of research in business problems	3 Applying, 4 Analyze
CLO4	To develop & examine the concrete conclusions by critical analysis of the data	4 Analyze, 5 Evaluate,
CLO5	To design a research report to solve a business problem or an opportunity from research perspective	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L						
CLO2	H	M						L		
CLO3		H	H	M		L		L		
CLO4			H	H		M	L	M		
CLO5		H	H	H		H		M		

H: High, M: Medium, L: Low
