

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Research Methodology
Course Code:	24-BAM213-2C
Pre-requisite Course:	Fundamentals of Statistics, Business Mathematics, Principles of Management, Basic Computer Applications (MS Excel / SPSS), Business Communication Skills

Course Objectives:

1. To grasp the fundamentals of research methodology and apply them in various research or project works.
2. To identify and utilize appropriate research methods aligned with research objectives.
3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.
4. To learn the intricacies of interpreting data and writing comprehensive research reports.

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	
03	01	-	04	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Research • Meaning & Importance of Research • Types of Research • Research Process • Characteristics of Good Research • Research Ethics	18	30%
2	Formulating the Research Problem • Identification of Research Problem • Literature Review • Research Questions & Objectives • Hypothesis Formulation • Research Design	15	25%
3	Measurement and Data Collection • Types of Data • Levels of Measurement • Scaling Techniques • Data Collection Methods • Questionnaire Design	15	25%
4	Data Analysis and Interpretation • Sampling Methods • Data Preparation (Editing & Coding) • Hypothesis Testing • Parametric & Non-Parametric Tests • Data Presentation & Interpretation	12	20%
	Total Hours	60	100%

Text Books:

- Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK.
- Research Methodology by Ranjit Kumar.
- Research Methods for Business by Uma Sekaran.
- Methodology of Research by C.R. Kothari.

Reference Books:

- Research Methodology: Methods and Techniques – C.R. Kothari & Gaurav Garg
- Research Methodology: A Step-by-Step Guide for Beginners – Ranjit Kumar
- Business Research Methods – Donald R. Cooper & Pamela S. Schindler
- Marketing Research: An Applied Orientation – Naresh K. Malhotra
- Statistics for Management – Richard I. Levin & David S. Rubin

List of Open-Source Software/learning website:

- <https://swayam.gov.in/>
- <https://nptel.ac.in>

Course Learning Outcomes (CLO):

1. Prepare a detailed research plan covering all essential aspects of a research project.
2. Construct and administer effective research instruments like questionnaires.
3. Execute data collection strategically to gather relevant information.
4. Apply advanced statistical techniques for data interpretation.
5. Draft comprehensive research reports tailored to specific audience needs.

Mapping of CLO with PO and PSO

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

H: High, M: Medium, L: Low