

Course Title: Business Research Methodology

Course Code: 15MB52C2

SEM II/ Year I

L-T-P : 3-0-0

Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Understand and independently apply the research process to business problems.
2. Evaluate different statistical methods that are applicable to specific research problems.
3. Take data driven business decisions.

SYLLABUS

Introduction to Scientific Research: Science and Scientific Research –History of Scientific Research- Types of Scientific Research – Research process – Defining Research Problem and Development of Research Hypothesis –Review of Literature: role and methods- Research design – Types - Ethical issues in Social Research. **Thinking like a Researcher:** Unit of study -Study population- Concepts and Variables; Propositions, Hypotheses and Theories- Levels of measurement of variables: Scaling of attitudes. Reliability and validity of scales. **Data Collection and Processing.** Plan for data collection; Census Vs Sampling- Sampling Design -Sample size determination; Types of data; Primary Vs Secondary Data - Primary Data : media used to communicate with respondents: Questionnaire, Interviews, Observation- Selection of an appropriate survey research design - Data Processing Editing, Coding, Classification and Tabulation of data- Introduction to SPSS. **Data Analysis and Report Writing :** Explorative Data analysis: Graphs and Diagrammatic presentation of data :Descriptive data analysis: Univariate and Bivariate Data Analysis-Confirmative Data Analysis - Stating hypothesis and hypothesis testing- Report Writing: steps in report writing, Mechanics of report writing, precautions in research reporting.

RECOMMENDED TEXT BOOK

1. William G. Zikmund : Business Research Methods, 8th edition, 2010,Cengage Learning.

REFERENCE BOOKS

1. Alan Bryman and Emma Bell : ‘Business Research Methods, Third Edition, 2011, OUP.
2. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, TMH, 2009.
3. C.R Kothari: Research Methodology: Methods & Techniques, 2/e, VishwaPrakashan, 2009.
4. Moser and Kalton: Survey Methods in Social Investigation, Second edition, ELBS.
5. Gaur: Statistical Methods for Practice and Research, Sage Publication,2009.
6. DipakKumar.Bhattacharya: Research Methodology, Excel Books, 2009)