K L University
Department of K L U BUSINESS SCHOOL
Course Handout for II Year BBA-MBA PROGRAM
A.Y.2017-18, IV Semester

Course Name : **BUSINESS RESEARCH METHODS**

Course Code : **15BB22C4**

L-T-Pstructure : **3-2-0**

Course Credits : **4**

Course Coordinator : **Dr. Deepa**

Course Instructors : **Dr. Deepa**

Course Teaching Associates : **NA**

Course Objective:

i) Understand the fundamental concepts of business research methods
ii) To lay foundation for various statistical tools and techniques used in business research.
iii) To introduce various managerial decision making models
iv) able to present the report writing skills in research

Course Rationale: The objective of this course is to introduce students to methods of research.They will be guided to develop a range of skills to facilitate independent researchbasedlearning and the interpretation of research findings. It will provide a scope forthe student to demonstrate intellectual and practical skills, which willprove vital for future career development. This will focus on the analysis ofbusiness problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, statistics for data analysis and report writing andpresentation.

Course Outcomes (CO):

CO No:	CO	SO	BTL
CO1	Understand the fundamental concepts of business research methods i.e., formulation and designing the problem and various sample selection techniques	a, e	2
CO2	Understand the preliminaries of research problem in the context of data collection and processing	a, e	2
CO3	Tests the significance of various parameters of research problem through inferential statistical techniques and the forecasting analysis of the research problem.	a, e	3
CO4	Comparison of more than two population with respect to averages based on analysis of variance and experimental designs and also able to understand various research report skills	a, e	4

COURSE OUTCOME INDICATORS (COI):

CO No.	COI-1	COI-2	COI-3
CO1	Illustrate the formulation of research problem	Outline the hypothesis and preparation of research design	Demonstrate techniques of sampling selection
CO2	Summarize the questionnaire for a research problem for collecting of data	Outline various methods of data collection	Classification and tabulation of the data in the form of table
CO3	Estimation of the data various descriptive statistics	Test the significance of descriptive statistics by using inferential statistical techniques	Estimation and forecasting the trends of the given data by using trend analysis
CO4	Outline the mechanism of report writing by clearly understanding the significance of research problem	Comparison of more than two population means through Analysis of Variance Techniques	Analyze various experimental designs like, C.RD, R.B.D and L.S.D through principles of experimental designs

SYLLABUS (As approved by BOS):

Introduction: Definition and Objectives of Research-Types of Business Research-Research process-Defining research problem and Sources of Research Problem, review of literature. Hypothesis formulation, Research design-Types-Sampling designs: Concepts, types and their applicability.
Data Collection and Processing: Primary data and Secondary data; Scaling Methods and Scaling of techniques: Turnstone, Likert and semantic differentials. Methods of collection of Primary data and secondary data: Observation Method Interview method, Questionnaire design, periodicals and newspapers, Characteristics of good questionnaire/schedule. Data processing: Editing, Coding and Tabulation of data.
Data analysis, interpretation and forecasting: meaning of data analysis and its types-descriptive and inferential statistics (measures of central tendencies, measures of dispersions, test for means, test for association). Forecasting: Forecasting Methods: Simple Moving Average Method, Weighted Moving Average Method, Exponential Smoothing method; Trend Analysis.
Research Design: Research Designs: Meaning, Need and Features of Completely Randomized Design, Randomized Block Design, Latin Square Design.
Report Writing: Significance of report writing, Types of reports, Steps in report writing, Layout of research report, Mechanics of report writing, precautions in research reporting.

BOS Approved Text books:

1.C.R Kothari, ***Research Methodology - Methods & Techniques***, 2/e, VishwaPrakashan, 2009

2.Levin, Richard and Rubin, David, ***Statistics for Management***, 7/e : Pearson, 2011.

BOS Approved Reference Books:

1.Gaur, ***Statistical Methods for Practice and Research***, Sage Publication,2009

2.Bhandarkar& Wilkinson, *Methodology and Techniques of Social Research*, Himalaya, 2004

3.DipakKumar.Bhattacharya, ***Research Methodology***, Excel Books, 2009.

Other Books, References: (As recommended for reference by the course team, if any): NIL

Deviations (if any) from BOS approved syllabus and the topics planned: NIL

(Clearly state each deviation and give brief explanation on justifying the deviation)

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1	I	1	Course Handout	Lecture	
2	I	1	Introduction to research (Definition and Objectives)	Lecture and interaction	Assignment-I, in semester-I (Test-I) and end semester examination
3	I	1	Types of research		
4	I	1	Research process		
5	I	1	Review of literature		
6	I	2	Hypothesis formulation		
7	I	2	Research design		
8	I	3	Sampling designs		
9	I	3	Probability sampling techniques		
10	*I*	*3*	Non-probabilistic sampling methods		
11	*I*	*3*	Sampling and non-sampling errors		
12	*II*	*2*	Primary and secondary data	Lecture and interaction	Assignment-II, in semester-II (Test-II) and end semester examination
13	*II*	*2*	Primary Data Collection Methods		
14	*II*	*2*	Secondary Data Collection Methods		
15	*II*	*2*	Scaling methods		
16	II	2	Scaling techniques		
17	II	2	Attitude measurement		
18	II	1	Criteria for good measurement		
19	II	1	Questionnaire design		
20	II	1	Characteristics of good Questionnaire / schedule		

21	II	3	Data process, editing and coding		
22	II	3	Tabulation of data		
23	III	1	Uni-Variate data analysis	Lecture, problem solving and Tutorial	Assignment-III, in semester-III (Test-III) and end semester examination
24	III	2	Uni-Variate data analysis		
25	*III*	*3*	Introduction to forecasting methods		
26	*III*	*3*	Simple moving average method		
27	*III*	*3*	Simple Moving average method		
28	*III*	*3*	Exponential smoothing method		
29	*III*	*3*	Exponential smoothing method		
30	*III*	*3*	Trend analysis		
31	*IV*	*1*	Introduction to research designs	Lecture, problem solving and Tutorial	End semester examinations
32	*IV*	*1*	One way ANOVA		
33	*IV*	*1*	Two way ANOVA		
34	*IV*	*2*	C.R. Design – equal classes		
35	*IV*	*2*	C.R. Design – unequal classes		
36	*IV*	*2*	R.B. design		
37	*IV*	*2*	R.B. design		
38	*1V*	*2*	Latin Square Design		
39	*IV*	*2*	Latin Square Design		
40	*IV*	*3*	Report writing		
41	*IV*	*3*	Types of reports		
42	*IV*	*3*	Steps in report writing		
43	*IV*	*3*	Layout of research report		
44	*IV*	*3*	Mechanics of research report		
45	*IV*	*3*	Precautions in research report		

Session wise Teaching – Learning Plan

Session 1 : After this session the student will be able to understand the importance of the course, know the evaluation system

Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
45	Course Handout (course outcomes and indicators, syllabus, ERP Usage, Examination Pattern	2	
05	Summary on the session		

Session 2 : After this session the student will be able to Understand the definition and uses of research		BTL	**Teaching-Learning Method**
Time in Minutes	**Topic**		
10	Concept of research, research methodology	2	Lecture, interaction
30	Definition, meaning and preliminaries on research and its significance	2	Lecture, interaction
10	Summary on the session		

Session 3 : After this session the student will be able to understand and identify the various types of research and differences among them

Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
10	Classification of Research	2	
25	Pure and Applied Research, Exploratory and Formulative research, Descriptive Research, Diagnostic research		
05	Verify and interaction		
05	Summary on the session		

Session 4 : After this session the student will be able to understand the various steps involved in research process			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Research process (sources of problems, process of identification, criteria for selection)	2	
10	Verify and interaction		
05	Summary on the session		

Session 5 : After this session the student will be able to understand the reasons of reviewing the literature for critically analysis			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Review of literature	2	
10	Verify and interaction		
05	Summary on the session		

Session 6: after this session the students will be able to demonstrate the types of hypothesis based on research objective			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Hypothesis types and formulation	2	
10	Verify and interaction		
05	Summary on the session		

Session 7: after this session the students will be able to understand meaning and importance of research design			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Need and importance of research design	2	
10	Verify and interaction		
05	Summary on the session		

Session 8 : After this session the student will be able to understand various types of sampling selections			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		
30	Sampling selections	2	Lecture, interaction
10	Verify and interaction		
05	Summary on the session		

Session 9 : After this session the student will be able to identify where each techniques is applicable for data collection			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Random sampling techniques	2	
10	Verify and interaction		
05	Summary on the session		

Session 10 : After this session the student will be able to understand and identify the difference between probability and non-probability sampling techniques			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Non-random sampling techniques	2	
10	Verify and interaction		

05	Summary on the session		

Session 11 : After this session the student will be able to Identify the difference between sampling and non-sampling errors			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Errors in sampling	2	
10	Verify and interaction		
05	Summary on the session		

Session 12 : After this session the student will be able to Understand the advantages and disadvantages of primary and secondary data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Primary and secondary data	2	
10	Verify and interaction		
05	Summary on the session		

Session 13 : After this session the student will be able to illustrate methods of data collection			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Primary data collection methods	2	
10	Verify and interaction		
05	Summary on the session		

Session 14 : After this session the student will be able to illustrate methods of data collection			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Secondary data collection	2	
10	Verify and interaction		
05	Summary on the session		

Session 15 : After this session the student will be able to understand the uses and differences between nominal, ordinal, interval and ratio data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Scaling Methods	2	
10	Verify and interaction		
05	Summary on the session		

Session 16 : After this session the student will be able to understand various scaling techniques			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Scaling techniques	2	
10	Verify and interaction		
05	Summary on the session		

Session 17 : After this session the student will be able to understand the behavior and socio-economics status			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction

30	Attitude measurement	2	
10	Verify and interaction		
05	Summary on the session		

Session 18 : After this session the student will be able to illustrate the various criteria's forGood measurement by reliability and validity of data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Criteria for good measurement	2	
10	Verify and interaction		
05	Summary on the session		

Session 19 : After this session the student will be able to identify the steps for designing the questionnaire effectively			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
30	Questionnaire design	2	
10	Verify and interaction		
05	Summary on the session		

Session 20 : After this session the student will be able to understand the Characteristics of good questionnaire			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, interaction
31	Characteristics of good questionnaire	2	
10	Verify and interaction		
05	Summary on the session		

Session 21 : After this session the student will be able to understand illustrate data editing and coding techniques			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, practice
35	Data processing, editing and coding	2	
05	Verify and interaction		
05	Summary on the session		

Session 22 : After this session the student will be able to understand Tabulation of data based on characteristics of data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, practice
35	Tabulation of data	2	
10	Verify and interaction		
05	Summary on the session		

Session 23 : After this session the student will be able to estimate various measures of location values			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Uni-variate data analysis	3	
05	Verify and interaction		
05	Summary on the session		

Session 24 : After this session the student will be able After this session the student will be able to estimate various measures of

dispersion values			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Uni-variate data analysis	3	
50	Verify and interaction		
05	Summary on the session		

Session 25 : After this session the student will be able to estimate and forecast the trends in time series data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Forecasting methods and its components	3	
05	Verify and interaction		
05	Summary on the session		

Session 26 : After this session the student will be able to Forecast the trend by the methods of simple moving for odd period			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Simple moving averages (odd period)	3	
10	Verify and interaction		
05	Summary on the session		

Session 27 : After this session the student will be able to Forecast the trend by the methods of simple moving for odd period			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Simple moving averages (even period)	3	
10	Interaction and verify		
05	Summary on the session		

Session 28 : After this session the student will be able to Forecast the trend values by single smoothing constant			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Weighted averages (single smoothing constant)	3	
10	Sampling and non-sampling errors		
05	Summary on the session		

Session 29 : After this session the student will be able to Forecast the trend values by single smoothing constant			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Weighted averages (double smoothing constant)	3	
10	Verify and interaction		
05	Summary on the session		

Session 30 : After this session the student will be able to understand Forecast the trend analysis for linear data			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Trend analysis-linear data	3	
10	Verify and interaction		
05	Summary on the session		

Session 31 : After this session the student will be able to outline the principles for good design			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Research designs	4	
05	Verify and interaction		
05	Summary on the session		

Session 32 : After this session the student will be able to test the significance of several means from homogeneous population In Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Analysis of Variance-one way classification (equal number of observations)	4	
10	Verify and interaction		
05	Summary on the session		

Session 33 : After this session the student will be able to test the significance of several means from homogeneous population in Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Analysis of Variance-one way classification (unequal number of observations)	4	
10	Verify and interaction		
05	Summary on the session		

Session 34 : After this session the student will be able to test the significance of several means from homogeneous population Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Completely randomized design (equal number of observations)	4	
05	Verify and interaction		
05	Summary on the session		

Session 35 : After this session the student will be able to test the significance of several means from homogeneous population in Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Completely randomized design (unequal number of observations)	4	
05	Verify and interaction		
05	Summary on the session		

Session 36 : After this session the student will be able to test the significance of several means from homogeneous population block wise and treatment wise Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Randomized block design	4	
05	Verify and interaction		
05	Summary on the session		

Session 37 : After this session the student will be able to test the significance of several means from homogeneous population

block wise and treatment wise in Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Randomized block design	4	
05	Verify and interaction		
05	Summary on the session		

Session 38 : After this session the student will be able to test the significance of several means from homogeneous population row wise, column and treatment wise in Interpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Latin square design	4	
05	Verify and interaction		
05	Summary on the session		

Session 39 : After this session the student will be able totest the significance of several means from homogeneous population row wise, column and treatment wiseInterpret the conclusions by comparison			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Latin square design	4	
05	Verify and interaction		
05	Summary on the session		

Session 40 : After this session the student will be able to illustrate the procedure for effective report writing			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
30	Report writing	4	
10	Verify and interaction		
05	Summary on the session		

Session 41 : After this session the student will be able to illustrate various types of reports preparation			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Types of report	4	
05	Verify and interaction		
05	Summary on the session		

Session 42 : After this session the student will be able to illustrate the various steps for effective report preparation			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Steps in research	4	
05	Verify and interaction		
05	Summary on the session		

Session 43 : After this session the student will be able to understand the steps to be taken for effective presentation of reports			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Mechanics of report writing	4	

05	Verify and interaction		
05	Summary on the session		

Session 44 : After this session the student will be able to identify the precautions to be considered to prepare a final report on research			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
05	Recap		Lecture, problem solving and tutorial
35	Precautions in report writing	4	
05	Verify and interaction		
05	Summary on the session		

Session 45 : After this session the student will be able to understand			
Time in Minutes	**Topic**	**BTL**	**Teaching-Learning Method**
10	Recap		Lecture, problem solving and tutorial
30	Precautions in report writing	4	
05	Verify and interaction		
05	Summary on the session		

EVALUATION PLAN:

Evaluation Component	Weightage/Marks	Date	Duration (Hours)	CO I			CO II			CO III			CO IV		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				1	1	1	2	2	2	3	3	3	4	4	4
Test 1	Weightage (10%)		90Minutes	2	4	4									
	Max Marks (20)			4	8	8									
Test 2	Weightage (10%)		90Minutes				2	4	4						
	Max Marks (20)						4	8	8						
Test 3	Weightage (10%)		90Minutes							2	4	4			
	Max Marks (20)									4	8	8			
Tutorial / Assignments	Weightage (15%)			4			4			4			3		
	Max Marks (15)			5			4			3			3		
Attendance	Weightage (5%)														
Semester End Exam	Weightage (50%)		180Minutes	2	4	4	2	4	4	2	4	4	4	4	12
	Max Marks (50)			10			10			10			20		
	Question Number			1	2-7	2-7	1	2-7	2-7	1	2-7	8	1	2-7	8

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculties	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course Instructors
1	Dr. Deepa	Tuesday To Saturday	4p.m-5p.m	L511	Dr. Deepa

Signature of COURSE COORDINATOR:

Signature of the Vetting Committee Members:

Recommended by HEAD OF DEPARTMENT:

Hari Kiran Vege,
Assoc.Dean-TLP

for **Approved By: DEAN-ACADEMICS**

(Sign withOffice Seal)