Business Research Methods

Name	Semester	Programme	Batch	Email
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About the Course

This course is designed to provide students the knowledge to understand and identify a research problem. Developing a research proposal will be based on this understanding. In this process, knowledge of relevant approaches and elements of research enquiry are gained. Critical competencies and skills required for such enquiry are developed.

Course Learning Objectives mapped to Programme Learning Objectives (PLOs)

CLO1. To make an understanding about the concepts and to familiarize the steps involved in management research method (PLO2b)

CLO2. To help students to master the RM through undertaking research projects meaningfully (PLO 2a)

CLO3. To provide an insight into the application of modern analytical tools and techniques for the purpose of managerial decision making

CLO4. To ignite their inquisitiveness and motivate them to undertake and promote research so as to help in the acquisition of knowledge in the

Mapped PLO

PLO 1b : Our graduates will be able to apply appropriate quantitative tools and techniques to analyse business problems.

PLO 1c : Our graduates will be able to apply qualitative information, tools/techniques to analyse business problems.

PLO 2a: Our graduates will demonstrate proficiency in oral communication.

PLO 2b: Our graduates will demonstrate proficiency in written communication.

Session Plan

Session	Topic/Assignment	Reading	Methodology
1-2	Research: Basic and Applied, Types and sources	Cooper & Schindler: Ch.1&2	Lecture
3-4	The Research Process: Broad Problem	Cooper & Schindler: Ch. 5	Lecture
5-6	The Research Process, Theoretical	Cooper & Schindler: Ch.3&4	Lecture
7-8	**design: Purpose of the study: Exploratory, descriptive and**	Cooper & Schindler: Ch.6	Lecture, research project discussion
9-10	&Correlation, Study settings: Contrived and non- contrived	Cooper & Schindler: Ch.9	Lecture, research project discussion

11-12	Longitudinal studies, Types and Measurement of variables Scales:	Cooper & Schindler: Ch 11&12	Lecture, research project discussion
13-14	**Module III:** Collection of data- Data collection methods: Questionnaires, interviews, focus groups, surveys	Cooper & Schindler: Ch 13, 10	Lecture, research project discussion
15-16	disadvantages of data collection methods	Cooper & Schindler: Ch 8	Lecture, research project discussion
17-18	Sampling, Population, sample frame, sample, sampling unit,	Cooper & Schindler:Ch14	Lecture, research project discussion
19-20	process, Probability and non-probability sampling	Cooper & Schindler:Ch14	Lecture, research project discussion
21-22	**Module IV:** Analysis and Presentation of Data, Getting data ready for analysis, Getting feel for the data :	Cooper & Schindler:Ch 15	Lecture, research project discussion
23-24	Descriptive Statistics, Data display and interpretation	Cooper & Schindler:Ch 16	Lecture, research project discussion
25-26	Testing of hypothesis with more practical examples	Cooper & Schindler: Ch. 17	Lecture, research project discussion
27-28	Testing of hypothesis with more	Cooper & Schindler: Ch. 17	Lecture, Solving problems
29-30	Testing of hypothesis with more	Cooper & Schindler: Ch. 17	Lecture, Solving problems
31-32	**Module V:**Introduction to Multivariate techniques, Structural Equation Modeling	Cooper & Schindler: Ch 19	Lecture, research project discussion
33-34	Structural Equation Modeling	Cooper & Schindler: Ch 19	Lecture, research project discussion
35-36	purpose & audience, Characteristics of a well-written report Contents of a	Cooper & Schindler: Ch 20	Lecture, research project discussion

References/Books

1.Donald, R. Cooper and Parmela, S. Schindler, Business Research Methods. Tata McGraw Hill (2003).2.Kothari C.R. Research Methodology N

Grading Structure

Sl. No.	Evaluation tool	Marks	assessed (assessed courses	Tool for Measurement
1	ESE	60		
2	CAE 1- Class based	5		
3	CAE 2- centralised	15	PLO 2b	EQ
4	Individual Assignment (Compulsory)	10		
5	Group Project	5	PLO 2a	Rubrics
6	Class Participation	5		
		100		

Learning & Teaching Activities -

Learning & Teaching Activities	Session	Course Learning Objectives
Case / Case Lets	3, 7, 13	CLO1& CLO 3
Project	30	CLO 2

Grading or Evaluation tools other than Examinations

i.   Assignments - Assignments shall be on an individual basis requiring review of journal articles.

ii.   Project Presentation– The students need to present in class the research work carried out.

iii.   Class participation - Class participation will be based on the Cases / Caselets discussed in class and the response of the students to the various activities done in class

Course policies				
Please refer student guidelines 2020-21				

Assignment Schedule

Sl.No.	Date	Assignment/Presentation	Due Date
1	Session 5	Assignment	Session 10
2	Session 15	Project Presentation	Session 30-34

Course Requirement

Students are required to come prepared for each session by reading the respective reference material given in this course plan.