

CORE COMPULSARY SUBJECT

Subject: RESEARCH METHODOLOGY FOR BUSINESS

Course Code: 302

Total Credits: 04

1. Objectives:

- a. To acquaint the students with the areas of Business Research Activities
- b. To enhance capabilities of students to conduct the research in the field of business and social sciences
- c. To enable students in developing the most appropriate methodology for their research studies
- d. To make them familiar with the art of using different research methods and techniques

Unit No.	Unit Title	Contents	Skills to be developed
1	Introduction to Business Research	Introduction. Definition, Objectives, Significance & Types of Research, Criteria of research, Features of a Good Research, Steps in Scientific Research Process, Research Methods versus Methodology Ethics and Modern practices in Research: Ethical Issues in Research – Plagiarism, Role of Computer in Research, Application of Statistical software-. Introduction to SPSS	<ol style="list-style-type: none">i. To understand the nature, scope and Types of Researchii. To understand the basics of good research and research processiii. To understand various ethical issues and modern practices in research
2	Formulation of the Research Problem, Development of the Research Hypotheses, Research Design & Sampling	Research Problem: Defining the Research Problem, Techniques involved in Defining Research Problem Review of Literature Hypotheses: Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis Research Design: Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design Sampling: Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling: Probability &	<ol style="list-style-type: none">i. To understand the concept and techniques of Research Problemii. To understand various aspects and methods of testing of Hypothesesiii. To study the nature of Research design and Sampling

		Non-probability, Sampling Errors	
3	Data Collection, Measurement & Scaling, Processing of Data: Sources of Data Collection:	<p>Primary Data: Methods of Data Collection, Merits & Demerits</p> <p>Secondary Data: Internal & External Sources of Data Collection</p> <p>Factors influencing choice of method of data collection</p> <p>Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire ,Schedule</p> <p>Measurement & Scaling: Meaning & Types of Measurement Scale, Classification of Scales</p> <p>Processing of Data: Editing, Coding, Classification & Tabulation.</p> <p>Analysis & Interpretation of Data: Types of Analysis- Univariate, Bivariate and Multivariate Analysis of Data</p>	<ol style="list-style-type: none"> i. To gain the fundamental knowledge about Methods of Data Collection and formulating questionnaire ii. To understand the concept, type and classification of Measurement and Scaling iii. To understand the process of Analysis and Interpretation of data
4	Research Report and Mode of Citation & Bibliography:	<p>Research Report: Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report</p> <p>Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citing, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries</p>	<ol style="list-style-type: none"> i. To understand types and structure of Research Report ii. To study various aspects of mode of citation and bibliography

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Expected Outcome
1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Understanding of basic knowledge of Business Research, Research Process, ethical issues and modern practices in research.

2	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application ,Short film show	Learning the formulation of Research Problem, Hypotheses, Research Design and Sampling
3	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Gaining knowledge of Sources of Data Collection Measurement & Scaling, Processing of Data
4	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Understanding the procedure of Research Report and mode of citation and bibliography

References:

Sr. No	Title of Book	Author/s	Publication	Place
1	Research Methodology-Methods & Techniques	C. R. Kothari	New Age International Publishers	New Delhi
2	Research Methodology	Dipak Kumar Bhattacharyya	Excel Books	New Delhi
3	Research Methodology-Methods & Techniques	Anil Kumar Gupta	Value Education of India	New Delhi
4	Research Methodology-Concepts and Cases	Deepak Chawla & Neena Sondhi	Vikas Publishing House Pvt. Ltd	New Delhi
5	Research Methods	Ram Ahuja	Rawat Publications,	Jaipur
6	Methodology & Techniques of Social Research,	P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas	Himalaya Publishing House	Mumbai
7	Legal Research and Writing Methods	Anwarul Yaqin	LexisNexis Butterworths	Nagpur
8	Business Research Methods,	Donald R. Cooper & Pamela S. Schindler	Tata McGraw- Hill Edition	New Delhi
9	Investigating the Social World-The Process and Practice of Research	Russell K. Schutt	Sage Publication	New Delhi
10	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	New York
