

## MBA I Year II Semester

16MBA112

### **BUSINESS RESEARCH METHODS**

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**Course Prerequisite:** None

#### **Course Description:**

The course is designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. It emphasizes on the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, students would be well-trained to conduct disciplined research under supervision in an area of their choice.

#### **Course Objectives:**

1. To provide knowledge on basics of business research;
2. To addresses the methods of research with an emphasis on various stages that are necessary to obtain and process information to enable well informed decision-making.
3. To allow the students to grasp and comprehend the technologies and techniques used in research and provide with the knowledge and skill to undertake research.
4. To have a general understanding of collection and analysis of data in a research.
5. To explain the process of preparing and submitting a research report.

**\*Standard Statistical tables shall be allowed in the examination**

#### **UNIT I: INTRODUCTION TO BUSINESS RESEARCH**

Business research - Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-Deduction and Induction. The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models.

#### **UNIT II: TECHNOLOGY AND BUSINESS RESEARCH**

Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. **Role of Business Research in Managerial Decisions Ethics in Business Research: Ethical Treatment of Participants-Informed Consent, Rights to Privacy, Confidentiality.**

#### **UNIT III: THE RESEARCH PROCESS**

Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research – Problem Definition- Theoretical Framework- - Components of Theoretical Framework – Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis.

**The Research Design:** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.

#### **UNIT IV: COLLECTION OF DATA**

Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods-Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews.

**Observational Surveys:** Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

#### **UNIT V: DATA ANALYSIS AND RESEARCH REPORT**

An overview of Descriptive, Associational and Inferential- Statistical Measures.

**The Research Report:** Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report Oral Presentation- Deciding on the Content-Visual Aids-The Presenter-The Presentation and Handling Questions

**Case Study:** Compulsory and Relevant Cases have to be discussed in each unit.

**Assignment:** Two relevant assignments have to be given to the students

#### **Course Outcomes:**

The student will be able to

1. Understand the basics of business research
2. Use the various technologies in Business Research
3. Prepare methodology for pursuing research
4. Design a structured Questionnaire and administer for the collection and analysis of data
5. Prepare and submit the Report

#### **Text Books:**

Uma Sekaran, Research Methods for Business–A Skill Building Approach, John Wiley & Sons (Asia) Pte.Ltd, Singapore, 2003.

#### **References:**

1. Donald R Cooper and Pamela S Schindler, Business Research Methods, 9/e,Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009
2. William G. Zikmund, Business Research Methods, 7/e, Cengage, 2008.
3. Wilkinson & Bhandarkar, Methodology and Techniques of Social Science Research, Himalaya Publishing House.
4. C.R. Kothari, Research Methodology – methods & Techniques, Vishwa prakashan, New Delhi. 2008
5. Speegal, M.R., An Introduction to Management for Business Analysis, McGraw Hill.
6. Michael, V.P., Research Methodology in Management , Himalaya Publshing House.
7. Dipak Kumar.Bhattacharya, Research Methodology, Excel Books, 2006

**Mode of Evaluation:** Assignments, Seminars, Written Examinations