

## MCM5009 BUSINESSRESEARCHMETHODOLOGY

Course Code	MCM5009	Semester	II
Course Title	<i>BUSINESS RESEARCH METHODOLOGY</i>		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

**This is a Skill based, employability based course.**

### Course Objective

Understand basic concepts of research and its methodologies; select and define appropriate research problem and parameters. Also to prepare research report.

### Learning Objectives

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement.

### Course Structure

#### UNIT I :

**Types, Process & Design of Research:** Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Understanding the language of research – Concept, Construct, Definition, Variable -Process of research – Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation. Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

#### UNIT II :

**Research design & Sampling:** Meaning, Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables. Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling – Probability and non-probability sampling methods – Sample size – Factors affecting sample size- Sampling and non-sampling errors.

**UNIT III:**

**Sources and Collection of Data:** Primary and secondary data – Observation: Types and Techniques– Interview: Types and conduct–Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques and Measurement Metrics: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.

**UNITIV:**

**Processing of Data:** Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode  
–MeasuresofDispersion:Range,QuartileDeviation,MeanDeviationandStandard Deviation – Research Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports- References and Citation Methods - Footnotes and Bibliography - Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research.

**Practicals**

- Draft a questionnaire on any topic using scaling techniques.
- Prepare reference document using Citation Methods
- Prepare a project proposal, organize and conduct research in a more appropriate manner

**Skills**

- Students will be able to analyze research process
- Students attain knowledge about various citation and reference styles.
- Student understand about various methods of scale construction

**Learning/Course Outcomes**

- Apply a range of quantitative and / or qualitative research techniques to business and management problems /issues
- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.
- Students should be able to identify the overall process of designing a research study from its inception to its report.

**Books for Reference**

1. Burns&A.Burns(2009),BusinessResearchMethodsandStatisticsUsingSPSS,Sage Publications,.
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford UniversityPress.

- 3.** Business Research Methods – Donald Cooper & Pamela Schindler, TMGH
- 4.** CarlMcDanielandRogerGates(2016),MarketingResearchEssentials,JohnWileyand Sons.
- 5.** CooperDRandSchindlerP.S:BusinessResearchMethods,TATAMcGraw Hill
- 6.** Deepak Chawla and Neena Sondhi: Research Methodology Concepts and Cases: Vikas Publications.
- 7.** Dr S.L. Gupta and Hitesh Gupta , Research Methodology – Text and Cases with SPSS Applications, , International Book House Pvt Ltd
- 8.** Kothari C R: Quantitative Techniques, VikasPublishing
- 9.** Kothari C R: Research Methodology: Methods and Techniques, New Age International Publishers, NewDelhi.
- 10.** Krishnaswami & Ranganatham (2014), Research Methodology in Social Sciences, HPH, Mumbai,
- 11.** Partha Nath Mukherjee, Methodology in Social Research, SagePublications.
- 12.** Prahlad Mishra: Business Research Methods:Oxford University Press
- 13.** R.GerberandP.J.Verdoom,ResearchMethodsineconomicsandBusiness , The Macmillan Company, NewYork
- 14.** William G. Zikmund , Business Research Methods, The DrydenPress.