

Name of the Subject: BUSINESS RESEARCH METHODS
Course Code and Subject Code: CC 207, BRM
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description

Management of business and industrial enterprises involves some basic functions to achieve the objectives of the organizations through well planned decisions on a variety of business issues. For better decision making it is required to have sufficient information about the particular business area as information reduces the uncertainty in decisions. In this context research helps in developing the information about the various business areas and this way it also assist the managerial decision making. The course includes the understanding of various concepts of research methodology, some illustrations of their practical usage and understanding of some data analysis software.

Evaluation pattern:

Class participation and Attendance	10%
Quizzes, Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

Pedagogy:

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1	Introduction to the Research Industry & Career Scope	10%
2 - 3	Introduction, Objectives & Application Nature and Scope of Business Research, Research Process at Glance, Decision Making and Marketing Research	
4	Discussion on Illustrative Research Proposals	
5 - 7	Quantitative Research Designs Types of Research Designs and its applications	15%
8	Identifying the Research Problem	10%
9 - 11	Specifying Data and Acquisition Methods Data Types, Data Source, Primary Data & Secondary data, Comparison Between Various Data Actualization Method	
12	Illustrative Case Study	
13 - 15	Qualitative Research design	5%
16 - 18	Measurement and Scaling: Fundamentals and Comparative Scaling	10%

	Commonly Used Scales in Business Research, Reliability and Validity of Scale	
19	Research Paper Discussion: A Paper Contains Development & Validation of Scale	
20 - 22	Questionnaire Designing Steps in Designing Questionnaire, Pitfalls in Questionnaire Designing	10%
23	Developing & Using Online Questionnaire	
24 - 26	Sampling Design and Procedure Sampling Method Procedure and Sample Size Decision	10%
27 - 32	Define Research Question And Framing & Testing Of Hypotheses Developing the Hypothesis, Testing of Hypothesis; Type – I and II Errors, One Tailed and Two Tailed Test of Significance. Parametric and Nonparametric Tests of Univariate and Bivariate Data (Nonparametric Tests: Kolmogorov Smirnov Test, Sign Test, Wilcoxon Matched Pairs Test, Kolmogorov Smirnov Two Sample Test, Mann Whitney U Test)	20%
33 - 36	Test of Association and Research report writing Regression (Introduction only), Preparing a Research Report and Communicating the Research Results (Includes APA style of reporting the results and referencing), Evaluation of Research Result	10%
37 - 42	Statistical Package for Social Services (SPSS) *Will be used in future projects	
43 - 50	Revision & Remedial Sessions	

Text Book:

1. Business Research Methods, Cooper, Schindler & Sharma, Tata McGraw Hill
2. Business Research Methods, Bryman & Bell , Oxford University Press India

Reference Books:

1. Research Methods for Business, Uma Sekaran, Wiley
2. Business Research Methods, Zikmund, Babin, Carr, Adhikari & Griffin, Cengage Learning
3. Business Research Methods, Naval Bajpai, Pearson
4. Marketing Research, Malhotra & Dash, Pearson Education
5. Marketing Research, Luck & Rubin, Prentice Hall Publication
6. Marketing Research, Beri, Tata McGraw Hill
7. Research Methods for Management, S.Shajahan, Jaico Books
8. Advanced Marketing Management, Pandya & Jayswal, Books India Publications
9. SPSS Explained, Hinton, Brownlow, Mc Murray and Cozens, Tata McGraw Hill
10. SPSS for Windows Step by Step, George & Mallery, Pearson Education