

RESEARCH METHODOLOGY

Semester	II	CIE Marks	: 40
Course Code	18MBA23	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the basic components of research design.
2. To Gain an insight into the applications of research methods.
3. To equip students with various research analytical tools used in business research.

Unit 1:

Business Research – Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Case Study 1: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 458.

Unit 2:

Business Research Design: Meaning and significance - Types: Exploratory and Conclusive Research Design.

Exploratory Research: Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods.

Conclusive Research Design - Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies.

Experimental Research Design – Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Case Study 2: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 455.

Unit 3:

Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling –convenience sampling- judgemental sampling, snowball sampling- quota sampling - Errors in sampling.

Case Study 3: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 461.

Unit 4:

Data Collection: Primary and Secondary data Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantages.

Case Study 4: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 457.

Measurement and Scaling Techniques: Basic measurement scales- Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling.

Case Study 5: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 452 & 463.

Unit 5:

Hypothesis - types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis- Bivariate and Multivariate Analysis- ANOVA-one-way and two-way classification (theory only).

Case Study 6: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 301.

Unit 6:

Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation- Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.

Case Study 7: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 470.

PRACTICAL COMPONENTS:

- To identify research problem and collect relevant literatures for data analysis.
- To write the research design by using Exploratory and Descriptive Research methods.
- To prepare the questionnaire on brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions.
- To conduct Market survey and to investigate consumer perception towards any FMCG.
- To demonstrate Report writing and Presentation methods.

COURSE OUTCOME:

1. Understand various research approaches, techniques and strategies in the appropriate in business.
2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
3. Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

RECOMMENDED BOOKS

- Business Research Methods: A South-Asian Perspective with course Mate William G. Zikmund / Barry J. Babin / Jon C. Carr / Atanu Adhikari / Mitch Griffin, Cengage learning.
- Business Research Methods: S.N. Murthy & U. Bhojanna. Excel Books.
- Business Research Methods. Donald R. Cooper & Pamela S. Schindler, 9/e, TMH/2007.

REFERENCE BOOKS

- Research Methodology – C.R. Kothari, Vishwa Prakashan.
- Research Methods – M. M. Munshi & K. Gayathri Reddy, Himalaya Publishing House, 2015.
- Marketing Research- Naresh K. Malhotra- 5th Edition, Pearson Education/PHI 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			
CO3			X		
CO4					X

Signature

DEAN

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