



Program	Master of Business Administration (MBA)	Semester - 2
Type of Course	-	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Business Research Fundamentals: <ul style="list-style-type: none"> What is research? What is Data, Information, Knowledge (DSS, Business Intelligence) Types of business research Characteristics of good Brief Introduction to Business Research Process Business Research Process I: <ul style="list-style-type: none"> Problem identification, problem statement Research questions & Research objectives Review of Literature (including citation and bibliography / references). Hypothesis formulation (Hypothesis, Types of hypothesis). 	15	25
2	Business Research Process I: <p>Research Design:</p> <ul style="list-style-type: none"> Difference between Qualitative and Quantitative Research. <p>Exploratory Research Design:</p> <ul style="list-style-type: none"> Qualitative Research: Observation, Focus Group, Depth Interview, Projective Techniques, Grounded Theory and Ethnography. <p>Conclusive Research Design:</p> <ul style="list-style-type: none"> Quantitative Research: Descriptive research – survey, survey methods. Causal research – Experimentation – labs v/s field experiments, with and without control, before and after. 	15	25
3	Business Research Process - II: <ul style="list-style-type: none"> Sampling Design: Probabilistic and non-probabilistic sampling. Sources of data – primary and Secondary. Measurement and Scaling. Validity and reliability Questionnaire designing. 	15	25
4	Business Research Process - III: <ul style="list-style-type: none"> Data Preparation: Preliminary questionnaire screening, editing, coding and data entry (using statistical software). Univariate Statistical Analysis Bivariate Statistical Analysis & Multivariate Statistical Analysis. Research Writing: Research Proposal Synopsis, Research Report 	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze	Evaluate
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Develop a comprehensive Research Methodology for a given research question.
CO2	Evaluate literature for a given research problem from the global and national perspectives.
CO3	Determine the relevance of research tools and techniques for analyzing and evaluating research problems.
CO4	Construct an effective research proposal for a given study in a management function.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	1	3	3
PO - 2	2	3	2	2
PO - 3	0	0	0	1
PO - 4	3	3	1	3
PO - 5	1	1	1	3

Reference Books

1.	Research methods for business: A skill building approach By Uma Sekaran Wiley India Latest
2.	Business Research Methods (TextBook) By Naval Bajpai Pearson Education India Latest Edition
3.	Business Research Methods (TextBook) By Donald R. Cooper , Pamela S. Schindler, et al McGraw Hill Education Latest Edition
4.	Business Research Methods By Zikmund William Thomson Latest
5.	Business Research Methods By Panneerselvam R. John Wiley and Sons Latest
6.	RESEARCH METHODOLOGY By C R Kothari New Age International Publishers 5th