

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – II) (W.E.F. Academic Year 2017-18)

Subject Name: RESEARCH METHODOLOGY (RM)

Subject Code: 3529207_____

Subject Credits: 3

Total Marks: 150

1. Course Objectives:

- To familiarize the students with the types of problems often faced by Business Organizations and
- To help students understand the importance of systematic approach to problem solving
- Introduce basic concepts of Research Design and Methodology aimed at solving Business Problems.
- To enable students to analyze and interpret data using various statistical tools

2. Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Modules

Module No	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Business Research Fundamentals: <ul style="list-style-type: none">- What is research?- Types of business research Business Research Process - I: <ul style="list-style-type: none">- Problem identification, problem statement- Research questions / objectives- Hypothesis formulation	6	14
II	Business Research Process - I: <ul style="list-style-type: none">- Research Methodology<ul style="list-style-type: none">o Research design (Exploratory, Descriptive, Causal)o Sampling designso Scaling<ul style="list-style-type: none">▪ Types of data▪ Types of scales▪ Validity & reliabilityo Data Collection<ul style="list-style-type: none">▪ Sources▪ Methods (Qualitative & Quantitative)▪ Tools (Includes Questionnaire designing)	10	21

III	<p>Data Analysis & Interpretation:</p> <ul style="list-style-type: none"> - Univariate Data Analysis <ul style="list-style-type: none"> o Comparing observed data with standard / expected <ul style="list-style-type: none"> ▪ Parametric – T test ▪ Non-parametric – Runs, One Way Chie-Square - Bivariate Data Analysis <ul style="list-style-type: none"> o Difference between variables <ul style="list-style-type: none"> ▪ Parametric - T-test (independent & paired) ▪ Non-parametric – Mann-Whitney U test o Similarities between variables (No Numerical Problems – Understanding application through statistical software) <ul style="list-style-type: none"> ▪ Parametric – Correlation & Regression o Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable <ul style="list-style-type: none"> ▪ Parametric – ONE WAY ANOVA, ▪ Non-parametric – Kruskal Wallis. 	12	21
IV	<p>Research Writing:</p> <ul style="list-style-type: none"> - Research Proposal - Review of Literature - Research Report - Citations & Bibliography 	8	14
V	<p>Application:</p> <p>A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.</p>	-----	(50 Marks of CEC Internal Evaluation)

4. Teaching Method: The course will use the following pedagogical tools:

(a) **The subject should be taught right from the first topic with the use of actual research problem & data and analyzing the same through use of statistical software.**

(b) Projects/Assignments/Quiz/Class Participation, etc.

5. Evaluation:

A	A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of	Weightage (50 Marks) (Internal Assessment)
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	Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.	
B	Mid-Semester Examination in the form of Viva on Project Report as per (A) by Internal Faculty	Weightage (30 Marks) (Internal Assessment)
C	End-Semester Examination	Weightage (70 Marks) (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition and Year of Publication
1	Naval Bajpai	Business Research Methods	Pearson	Latest Edition
2	Zikmund Willium	Business Research Methods	Thomson	Latest Edition
3	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naresh Malhotra & Satyabhusan Das	Marketing Research: An Applied Orientation	Pearson	Latest Edition
2	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest Edition
3	D K Bhattacharyya	Research Methodology	Excel Books	Latest Edition
4	Bryman Alan	Business Research Methods	Oxford University Press	Latest Edition
5	Panneerselvam R	Business Research Methods	John Wiley and Sons	Latest Edition
6	J K Sachdeva	Business Research Methodology	Himalaya Publication	Latest Edition
7	Adithan Bhujange	Research Methodology for Management and social Science	Excel Books	Latest Edition

8. Session Plan (36 sessions of 75 minutes):

Session Nos.	Topics to be covered
1-3	Business Research Fundamentals: - What is research? - Types of business research
4-6	Business Research Process - I: - Problem identification, problem statement - Research questions / objectives - Hypothesis formulation
7-9	- Research design (Exploratory, descriptive, causal) - Sampling designs
10-13	Scaling - Types of data - Types of scales - Validity & reliability
14-16	Data Collection - Sources - Methods (Qualitative & Quantitative) - Tools (Includes Questionnaire designing)
17-20	- Univariate data analysis; Comparing observed data with standard / expected - Parametric – T test & Non-parametric – Runs, One Way Chi-Square
21-24	- Bivariate data analysis - Difference between variables Parametric - T-test (independent & paired) & Non-parametric – Mann-Whitney U test
25-28	- Similarities between variables (No Numerical Problems – Understanding application through statistical software packages) Parametric – Correlation & Regression Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable - Parametric – ONE WAY ANOVA - Non-parametric – Kruskal Wallis.
29-32	- Research Proposal - Review of Literature
33-36	- Research Report - Citations & Bibliography
