

GUJARAT UNIVERSITY
K.S.SCHOOL OF BUSINESS MANAGEMENT
[Five Years (Full Time) M.B.A. Integrated Degree Course]
FOURTH Year M.B.A. (SEM-VIII)
KS_M_488
BUSINESS RESEARCH METHODOLOGY

3 credit course

Objective:

The objective of the course is to introduce various aspects of research methodology, including, problem formulation, research design, various tools and techniques for data collection and analysis, and reporting of research findings. The course aims to provide a broad overview of the above aspects and prepare the student for undertaking more detailed research in his/her chosen field of interest.

MODULE: 1 INTRODUCTION TO RESEARCH METHODOLOGY **(20%)**

Introduction to Business Research

- What is research?
- Types of research
- The process of research
- Research applications in business decisions

Research problem and Hypothesis

- The scientific thought
- Defining the research problem
- Formulation of the research hypotheses

MODULE: 2 RESEARCH DESIGNS **(20%)**

Research Designs (Exploratory and Descriptive)

- Nature of research designs
- Formulation of the research design
- Classification of research designs

Experimental Research Designs

- Experiments and the necessary conditions
- Concepts used in experiments
- Validity in experimentation
- Factors affecting external and internal validity
- Control of extraneous variables
- Classification of experimental designs
 - Pre-experimental designs
 - Quasi-experimental designs
 - True experimental designs

MODULE: 3 MEASUREMENT AND SCALING **(20%)**

Attitude measurement and scaling

- Types of measurement
- Attitude
- Classification of Scales
- Measurement Error

Questionnaire Design

- Criteria for questionnaire designing
- Questionnaire design procedure

Data Processing

- Fieldwork Validation
- Data Editing and Coding
- Classification and Tabulation of data

MODULE: 4 DATA ANALYSIS

(20%)

Data Analysis

- Univariate, Bivariate and Multivariate analysis of data
- Descriptive and Inferential Analysis

Testing of Hypothesis

- Concepts
- Steps in testing process
- Test concerning means of single population and two populations
- Test concerning proportions of single population and two populations
- ANOVA
- Non Parametric Tests – Chi-Square Test
- Correlation and Regression

MODULE: 5 REPORT WRITING

(20%)

Report Writing

- Need for effective documentation
- Types of Research Reports
- Report Presentation
- Report Structure
- Report Writing
- Guidelines for effective documentation
- Oral Presentation

No. of lectures in semester: Approximately 40 to 45 hours

Assignment: Minimum 3 Assignments

Reference Books:

- Research Methodology by Dr. Deepak Chawla and Dr. Neena Sondhi (Vikas Publishing House)
- Research Methodology by C.R.Kothari (New Age International)
- Business Research Methodology by J. K. Sachdeva (Himalaya Publishing House)
- Research Methodology by Dipak Kumar Bhattacharya (Excel Books)
- Business Research Methods by Donald Cooper and Pamela Schindler (Tata McGraw Hill)
- Business Research Methods by Naval Bajpai (Pearson)
- Research Methodology by Ranjit Kumar (Pearson)
- Research Methodology by Dr. Prasant Sarangi (Taxmann's)