INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	**BUSINESS RESEARCH METHODS**				
Course Code	CMB013				
Programme	MBA				
Semester	III				
Course Type	Core				
Regulation	IARE - R16				
Course Structure	**Theory**			**Practical**	
	Lectures	**Tutorials**	**Credits**	**Laboratory**	**Credits**
	3	-	3	-	-
Chief Coordinator	Ms. S. Lakshmi, Assistant Professor.				
Course Faculty	Ms. S. Lakshmi, Assistant Professor.				

I.   COURSE OVERVIEW:

The primary objective of this course lecturer is responsible for creating a learning environment that is stimulating and interesting, and that encourages collaboration, knowledge sharing and co-creation by all participants. The learning environment includes both the physical and virtual spaces where learning and teaching activities take place. The aim is to develop an atmosphere of cooperation and a spirit of learning, inquiring and innovating in all activities, underpinned by a sense of responsibility for our individual and collective learning.

II.   COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
PG	CMB005	I	Statistics for Management	3

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Business Research Methods	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✔	Chalk & Talk	✘	Quiz	✔	Assignments	✘	MOOCs
✔	LCD / PPT	✔	Seminars	✘	Mini Project	✘	Videos
✘	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with "either" or "choice" will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):
CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
Type of Assessment	CIE Exam	AAT	
CIA Marks	25	05	30

Continuous Internal Examination (CIE):
Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Alternative Assessment Tool (AAT):
Marks shall be awarded considering the average of two AAT for every course. The AAT may include seminars and assignments.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

	Program Outcomes (POs)	Strength	Proficiency assessed by
PO1	Managerial skills: Apply knowledge of management theories and practices to solve business problems.	3	Assignments.
PO2	Decision making skills: An ability to analyze a problem, identifies, formulate and use the appropriate managerial skills for obtaining its solution.	3	Seminars
PO4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	3	Seminars
PO7	Strategic skills: Analyze and formulate managerial strategies to sustain in dynamic global business environment.	2	Assignments
PO8	Technology skills: Inculcate and develop technical skills to face the competitive world successfully.	2	Seminars

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES :

	The course should enable the students to:
I	Understand a general definition of research design.
II	Know why educational research is undertaken, and the audiences that profit from research studies.
III	Able to identify the overall process of designing a research study from its inception to its report.
IV	Familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
V	Know the primary characteristics of quantitative research and qualitative research.

VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB013.01	CO 1	Understand different research approaches and methodologies, the utility of social research and their application in business.	PO 1	3
CMB013.02	CO 2	Identify the most appropriate research strategy for particular research work related to social or scientific method.	PO 2	3
CMB013.03	CO 3	Differentiate between social research and survey, planning social survey.	PO 4	3
CMB013.04	CO 4	Describe the importance of case study and experimental methods in business research.	PO 4	3
CMB013.05	CO 5	Demonstrate the methods of sampling and determine the reliable sample size for social research.	PO 1	3
CMB013.06	CO 6	Use schedules and questionnaires for the research, figure out the advantages and disadvantages of schedules and questionnaire and use them in appropriate research works.	PO 2,PO7	2
CMB013.07	CO 7	Analyze the scaling techniques for measurement of data and apply those in the research for quantitative and qualitative data.	PO 8	2

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB013.08	CO 8	Interpret the importance of interview techniques and validity of interviewer to make use in the data collection.	PO 2	3
CMB013.09	CO 9	Infer the importance of observations and secondary data sources to adapt them in the research.	PO 8	2
CMB013.10	CO 10	Solve problems using various techniques of data analysis which include statistical tools such as t test, chi-square test, ANOVA etc.	PO 2, PO8	3
CMB013.11	CO 11	Categorize with the available one-dimensional, two-dimensional, three-dimensional diagrams and graphs for effective presentation of the analyzed data.	PO 1	3
CMB013.12	CO 12	Summarize the effective research reports based on the data analyzed with a clear understanding about the problems in report writing.	PO 4	3

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

COURSE OUTCOMES	Program Outcome(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3							
CO 2		3						
CO 3				3				
CO 4				3				
CO 5	3							
CO 6		3					2	
CO 7								2
CO 8				3				
CO 9								2
CO 10		3						2
CO 11	3			3				
CO 12				3				

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO1,PO2, PO4,PO7, PO8	SEE Exams	PO1, PO2, PO4,PO 7, PO 8	Assignments	PO1,PO7	Seminars	PO2,PO8
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✔	Early Semester Feedback	✔	End Semester OBE Feedback
✘	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT-I	INTRODUCTION TO BUSINESS RESEARCH

Definition of scientific method: nature and uses of scientific method, types of scientific methods: logical method, inductive and deductive method, statistical methods, social research: definition, objectives, basic assumptions, motivating factors, subject matter, methods of social research, utility of social research

UNIT-II	THE DESIGN OF RESEARCH-RESEARCH METHODS

Survey method: definition, difference between social research and survey, planning social survey, limitations and merits case study, definition, assumptions, importance, sources of data case study and statistical method, limitations and improvements; experimental method: definition, types of experiments, trial and error experiment, controlled observational study, natural experiments, ex post fact techniques laboratory experiments planning and experiment difficulties validity of results , merits and limitations.

UNIT-III	THE SOURCES AND COLLECTION OF DATA

Design of sample: census method of investigations, sampling method types of sampling, how to select a sample, size of the sample, testing the reliability of sample and uses of sampling; schedules definition, purpose, kinds and essentials of good schedule, procedure for framing a schedule, pre-test advantages and limitations; questionnaire: types of questionnaires, form of questionnaire, pre testing problems of response reliability and validity advantages and limitations.
Scaling techniques criteria for good measurement, narrative interviews: purpose, kinds, requirement for an interview, technique of interviewing and the role of interviewer validity, limitations and importance of interview schedules, observations, kinds of observations, field observation studies, limitations and importance, documentary sources: definitions kinds of documents published documents and their Limitations.

UNIT-IV	ANALYSIS AND PRESENTATION OF DATA

Data analysis techniques: definitions, characteristics, functions, importance of statistical methods, averages, dispersion, skewness correlation and regulation, test of significance for small sample, t test; chi square test and ANOVA, time series analysis; index numbers and association of attributes.

UNIT-V	PRESENTATION OF DATA

Diagrams: importance-characteristics and kinds of diagrams (one dimensional: line diagram , simple bars multiple bars, duo directional bars, sub divided bars, percentage bars ,deviation bars, sliding bars, pyramid diagrams);two dimensional, rectangles, squares-circles; three dimensions: cubes, cylinders, globes pictograms: cartograms, sociological maps; Graphs: construction of graphs, presentation of time series, false base line, ration scale, frequency graph, cumulative frequency curve zone charts, band curves. The report: purpose, contents and problems of report writing.

Text Books:

1. Jonathan Berk, Peter DeMarzo, Ashok Thampy, "Financial Management", 2010, Pearson.
2. I. M. Pandey, "Financial Management", 2010, 10th Ed. Vikas Publishing House.

Reference Books:

1. I. M. Pandey, "Financial Management", 2010, 10th Ed. Vikas Publishing House.G.C.Beri, "Business Statistics", Tata McGraw-Hill Publications, 2nd Edition, 2005.
2. Ross Westerfield Jaffe, "Corporate Finance", 7th Ed, TMH Publishers.
3. Vishwanath S. R., "Corporate Finance: Theory and Practice", 2007, 2nd Ed. Response books, Sage Publications.
4. Prasanna Chandra, "Financial Management Theory and Practice", 7th Ed. Tata McGraw Hill, Sudershana Reddy, "Financial Management", 2010, HPH.
5. Rajiv Srivastava and Anil Misra, "Financial Management", 2009, 4th Ed. Oxford Higher Education.

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1	Define Scientific method and explain different types of scientific methods.	CO2	T1:21
2-5	Recall the motivating factors, subject matter, methods of social research, utility of social research.	CO1	T1:22
6-7	Explain how to conduct data collection (quantitative and qualitative) with the help of survey method.	CO2	T1:23
8-15	Analyze planning social survey, sources of data case study and statistical method.	CO3	T1:29
16-17	Define the Controlled observational study. Discuss limitations and potential contribution to theory and practice of research	CO3	T1:24
18-19	Construct and document an appropriate research design including argumentation for data collection and analysis methods/ techniques through experiments.	CO4	T1:20
20-22	Explain the sources of data for case study and its applications and limitations.	CO5	T1:25
23-24	Describe sampling method and types of sampling method. Construct different types of questionnaire and know its applications and limitations.	CO6	T1:18
25-26	Analyze Scaling techniques criteria for good measurement of collected data.	CO7	T1:26
27-32	Discuss limitations and potential contribution to theory and practice of documentary sources.	CO8	T1:27
33-38	Apply different statistical data analysis techniques, functions, test of significance for small sample, t test , regression analysis, ANOVA etc.,	CO9	T1:34
39-43	Write up the importance characteristics and kinds of diagrams, two dimensional, rectangles, squares-circles and three dimensions, Globes pictograms, Graphs.	CO10	T1:32
44-47	Explain the step by step procedure of report-writing.	CO11	T1:49

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S. No	Description	Proposed actions	Relevance with POs
1	Arithmetic mean and geometric mean exactness of data and its different methods	Seminars	PO 2, PO 7
2	Small sample test variations and its applicability	Guest Lectures	PO 1,PO7
3	About the variations in Regressions Equations, multiple and partial correlation uses.	Assignments	PO 1, PO 2, PO 8

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