

BUSINESS RESEARCH METHODS

III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMB013	Core	L	T	P	C	CIA	SEE	Total
		3	-	-	3	30	70	100
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45		
<p>OBJECTIVES:</p> <p>The course should enable the students to:</p> <ol style="list-style-type: none"> 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. <p>COURSE OUTCOMES(CO's):</p> <ol style="list-style-type: none"> 1. Understand different research approaches and methodologies, the utility of social research and their application in business. 2. Identify the most appropriate research strategy for particular research work related to social or scientific method. 3. Differentiate between social research and survey, planning social survey. 4. Describe the importance of case study and experimental methods in business research. 5. Demonstrate the methods of sampling and determine the reliable sample size for social research. 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. 7. Analyze the scaling techniques for measurement of data and apply those in the research for quantitative and qualitative data. 8. Interpret the importance of interview techniques and validity of interviewer to make use in the data collection. 9. Infer the importance of observations and secondary data sources to adapt them in the research. 10. Solve problems using various techniques of data analysis which include statistical tools such as t test, chi-square test, ANOVA etc 11. Categorize with the available one-dimensional, two-dimensional, three-dimensional diagrams and graphs for effective presentation of the analyzed data. 12. Summarize the effective research reports based on the data analyzed with a clear understanding about the problems in report writing. 								
UNIT-I	INTRODUCTION TO BUSINESS RESEARCH						Classes: 10	
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						Classes: 09	
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						Classes: 10	

<p>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.</p> <p>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.</p>		
UNIT-IV	ANALYSIS AND PRESENTATION OF DATA	Classes: 08
<p>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.</p>		
UNIT-V	PRESENTATION OF DATA	Classes: 08
<p>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.</p>		
Text Books:		
<ol style="list-style-type: none"> Jonathan Berk, Peter DeMarzo, Ashok Thampy, “Financial Management”, 2010, Pearson. I. M. Pandey, “Financial Management”, 2010, 10th Ed. Vikas Publishing House. 		
Reference Books:		
<ol style="list-style-type: none"> Brigham, E. F. and Ehrhardt. M. C., “Financial Management Theory and Practice”, 2006, 10thEd. Thomson South-Western. Ross Westerfield Jaffe, “Corporate Finance”, 7th Ed, TMH Publishers Vishwanath S. R., “Corporate Finance: Theory and Practice”, 2007, 2nd Ed. Response books, Sage Publications. Prasanna Chandra, “Financial Management Theory and Practice”, 7th Ed. Tata McGraw Hill, Sudershana Reddy, “Financial Management”, 2010, HPH. Rajiv Srivastava and Anil Misra, “Financial Management”, 2009, 4th Ed. Oxford Higher Education. 		
Web References:		
<ol style="list-style-type: none"> http://web.ftvs.cuni.cz/hendl/metodologie/introduction-to-research-methods.pdf http://gent.uab.cat/diego_prior/sites/gent.uab.cat.diego_prior/files/02_e_01_introduction-to-research-methods.pdf 		
E-Text Books:		
<ol style="list-style-type: none"> http://www.slideshare.net/basheerahmad/research-methods-for-business-entire-ebook-by-uma-sekaran https://www.amazon.in/Business-Research-Methods-Naval-Bajpai-ebook/dp/B00BPSXWVA 		