

Research Methodology
Title of the Course: Research Methodology for Business

Semester: I	Credits: 4	Subject Code: CRMRMB123531	Lectures: 60
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Course Outcomes:

At the end of the course, the learner will be able to:

- CO1-Illustrate basic concepts of research and identify key issues in business research
- CO2-Identify appropriate research topics and define a research problem
- CO3- Co-relate the research methodologies of research designing, review of literature, scaling and sampling
- CO4- Comprehend and apply the tools and methods of data collection in conduct of research
- CO5-Analyse and infer the research findings
- CO6-Apply select online tools for conduct of research

Unit 1: Business Research Methods: An Introduction	15
<ul style="list-style-type: none"> ● Research- Definition and Meaning, Characteristics, Objectives, Limitations of Research ● Types of Research- Pure Vs. Applied, Exploratory, Descriptive, Causal ● Research Process: An Overview ● Managerial Value of Business Research- Identifying problems or opportunities, Diagnosing and assessing problems or opportunities, Selecting and implementing a course of action, Electing the course of action ● Business Research Process Design- Definition, Classification of Research Design ● Research Problem- Formulating the Research Problem ● Hypothesis- Definition, Types of Hypotheses, Formulation of the Hypothesis ● Activity: Exercises on Research Topics and Problems 	

Unit 2: Measurement and Scaling and Sampling	15
<p>Measurement and Scaling</p> <ul style="list-style-type: none"> ● Concepts and Operational Definitions ● Types of Scales - Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale ● Measurement Scales- Single Item Scales, Multi-Item Scales, Continuous Rating Scales ● Questionnaire Design-Procedure <p>Sampling:</p> <ul style="list-style-type: none"> ● Concept ● Sampling Design Process ● Factors affecting the inferences drawn from a sample 	

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<ul style="list-style-type: none"> • Types of Sampling Methods- Random Sampling- Simple Random Sampling, Stratified Random Sampling, cluster Sampling, Systematic Sampling and Multi-stage sampling, Non-Random Sampling- Quota Sampling, Convenience sampling, Judgment Sampling and Snowball Sampling • Activity: Questionnaire Drafting/ Hands on Session on Question Pro • Assignment: Preparation of Research Proposal 	
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Unit 3: Data Collection and Data Analysis	15
<ul style="list-style-type: none"> • Methods of Data Collection: Primary Sources- Observation, Interview, Questionnaire and Schedules, Experimentation, Secondary Sources- Internal Sources, External Sources • Data Analysis, Editing the data- Field Editing, In-House Editing, Coding- Closed-ended structured questions, Open-ended structured questions, Analysing the data- Developing a frame of analysis for quantitative studies, Developing a frame of analysis for qualitative studies, Types of Analysis-Univariate, Bivariate and Multivariate Analysis of Data, Use of Software in Data Preparation and Analysis- Introduction to SPSS • Activity: Designing of data collection and data analysis scheme- 	

Unit 4: Data Presentation	15
<ul style="list-style-type: none"> • Presentation of Result: Report writing, Organisation of the written Report Tabular Presentation of Data, Graphical Presentation of Data- Bar Chart, Pie Chart, Histogram, Frequency Polygon, Ogive, Scatter Plot, Oral Presentation • Mode of Citation & Bibliography: Footnote or Endnote, Use of Notes, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Use of Mendeley • Plagiarism • Online Tools for Research- Concept and application- Latex- a typesetting software, Zotero- Reference Management Software, Turnitin- Plagiarism Detection Software • Citation Tools- Scopus and Google Scholar • Citation Index- i10 Index and h- Index • Intellectual Property Rights • Assignment: Exercises on Online Research Tools 	

Recommended Text Books:
<ul style="list-style-type: none"> • Bajpai Naval (2011), Business Research Methods, Pearson Education, New Delhi • C. R. Kothari (2008), Research Methodology-Methods & Techniques, New Age International Publishers, New Delhi • Zikmund William G. (2008), Business Research Methods, Cengage Learning India Pvt. Ltd. 7th Edition, New Delhi

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Recommended Reference Books

- Alan Bryman & Emma Bell (2008), *Business Research Methods*, Oxford University Press, New York.
- Anil Kumar Gupta (2011), *Research Methodology-Methods & Techniques*, Vayu Education of India, New Delhi.
- Anwarul Yaqin (2011), *Legal Research and Writing Methods*, LexisNexis Butterworths Wadhwa, Nagpur.
- Bhandarkar P.L, Wilkinson T.S, (2010). "Methodology and Techniques of Social Research" 23rd Ed, Mumbai, Himalaya Publishing House
- Cunningham B. James, Aldrich O. James, Guinn, (2012). "Using SPSS", New Delhi, SAGE Publication.
- Donald R. Cooper & Pamela S. Schindler (1999), "Business Research Methods", Tata McGraw-Hill Edition, New Delhi
- Deepak Chawla & Neena Sondhi (2011), *Research Methodology-Concepts and Cases*, Vikas Publishing House Pvt. Ltd., New Delhi
- P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas (1993), *Methodology & Techniques of Social Research*, Himalaya Publishing House, Mumbai
- Pradeep Aaglave (2000), *Sanshodhan Padhatishastra Va Tantra*, Vidhya Prakashan, Nagpur.
- Ram Ahuja (2003), *Research Methods*, Rawat Publications, Jaipur
- Ranjit Kumar, *Research Methodology-A Step by Step Guide for Beginners*, Pearson Education, New Delhi
- Russell K. Schutt (2006), *Investigating the Social World-The Process and Practice of Research*, Sage Publication, New Delhi

Journal Articles:

- Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: *Justifying a suitable research methodology*. Review of Integrative Business and Economics Research, 7, 91-105.
- Hannah Snyder, *Literature review as a research methodology: An overview and guidelines*
- Journal of Business Research, Volume 104, 2019, Pages 333-339, ISSN 0148-2963
- Taherdoost, Hamed, Sampling Methods in Research Methodology; *How to Choose a Sampling Technique for Research* (April 10, 2016)

Websites:

- <https://mpira.uib-uni-muenchen.de/id/eprint/71226>
- <https://www.youtube.com/watch?v=lwy6pn5vi5A>
- <https://www.youtube.com/watch?v=kqFiCj1XV-E>
- <https://www.youtube.com/watch?v=H-4sJZt7SCK>

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- <https://youtu.be/jTIBboCMISS>

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