



Research Methodology for Business
Research Methodology for Business
(Core Course)

Semester: III	Credits: 4	Subject Code: MCM32002	Lectures: 48
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Course Outcomes:

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

- Illustrate basic concepts of research and identify key issues in business research
- Identify appropriate research topics and define a research problem
- Correlate the research methodologies of research designing, review of literature, scaling and sampling
- Design a questionnaire
- Comprehend and apply the methods of data collection in conduct of research
- Analyse and infer the research findings
- Apply select online tools for conduct of research
- Develop research proposal / research paper with due ethical considerations

Unit 1: Business Research Methods: An Introduction	11
<ul style="list-style-type: none">• Research<ul style="list-style-type: none">○ 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<ul style="list-style-type: none">○ 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<ul style="list-style-type: none">○ Definition○ Classification of Research Design• Research Problem<ul style="list-style-type: none">○ Formulating the Research Problem• Hypothesis<ul style="list-style-type: none">○ Definition○ Types of Hypothesis○ Formulation of the Hypothesis	

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Unit 2: Measurement and Scaling and Sampling	10
<p>Measurement and Scaling</p> <ul style="list-style-type: none"> • Concepts and Operational Definitions • Types of Scales <ul style="list-style-type: none"> ○ Nominal Scale ○ Ordinal Scale ○ Interval Scale ○ Ratio Scale • Measurement Scales <ul style="list-style-type: none"> ○ 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 • Types of Sampling Methods: <ul style="list-style-type: none"> ○ 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 	

Unit 3: Data Collection and Data Analysis	13
<ul style="list-style-type: none"> • Methods of Data Collection: <ul style="list-style-type: none"> ○ Primary Sources: Observation, Interview, Questionnaire and Schedules, Experimentation ○ Secondary Sources: Internal Sources, External Sources • Data Analysis <ul style="list-style-type: none"> ○ Editing the data: Field Editing, In-House Editing ○ Coding: Coding Closed-ended structured questions, Coding Open-ended structured questions ○ Analysing the data-3: 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 	

Unit 4: Data Presentation	14
<ul style="list-style-type: none"> • Presentation of Result: Report writing <ul style="list-style-type: none"> ○ Organisation of the written Report-1 	

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- Tabular Presentation of data-1
- Graphical Presentation of Data: Bar Chart, Pie Chart, Histogram, Frequency Polygon, Ogive, Scatter Plot
- Oral Presentation
- Mode of Citation and Bibliography: Footnote or Endnote, Use of Notes, List of Abbreviation used in Citation, Mode of preparing a Bibliography
- 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

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Bajpai Naval. *Business Research Methods*. Pearson Education: New Delhi; 2011.
- C. R. Kothari. *Research Methodology-Methods & Techniques*. New Age International Publishers: New Delhi; 2008.
- Zikmund William G. *Business Research Methods*. Cengage Learning India Pvt. Ltd.: New Delhi; 2008.

Recommended Reference Books:

- Alan Bryman and Emma Bell. *Business Research Methods*. Oxford University Press: New York; 2008.
- Anil Kumar Gupta. *Research Methodology-Methods & Techniques*. Vayu Education of India: New Delhi; 2011.
- Anwarul Yaqin. *Legal Research and Writing Methods*. LexisNexis Butterworths Wadhwa: Nagpur; 2011.
- Bhandarkar P.L, Wilkinson T.S. *Methodology and Techniques of Social Research*. Himalaya Publishing House: Mumbai; 2010.
- Cunningham B. James, Aldrich O. James, Guinn. *Using SPSS*. SAGE Publication: New Delhi; 2012.
- Donald R. Cooper & Pamela S. Schindler. *Business Research Methods*. Tata McGraw-Hill Edition: New Delhi; 1999.
- Deepak Chawla & Neena Sondhi. *Research Methodology-Concepts and Cases*. Vikas Publishing House Pvt. Ltd.: New Delhi; 2011.
- P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas. *Methodology & Techniques of Social Research*. Himalaya Publishing House: Mumbai; 1993.
- Pradeep Aaglave. *Sanshodhan Padhatishastra Va Tantr*. Vidhya Prakashan: Nagpur; 2000.
- Ram Ahuja. *Research Methods*. Rawat Publications: Jaipur; 2003.

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- Ranjit Kumar. *Research Methodology-A Step by Step Guide for Beginners*. Pearson Education: New Delhi;
- Russell K. Schutt. *Investigating the Social World-The Process and Practice of Research*. Sage Publication: New Delhi; 2006.

Journals:

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

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