



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Programme Name: MMS

Semester: II

Name of the subject: Business Research Methods

Maximum marks: 60

No. of Sessions: 14

Name of the Faculty: Dr. Meenakshi Malhotra

Mobile No: 8054498839

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Weblink:

Learning Objectives:

1. To understand the importance of research and various methods that researcher used to investigate problems.
 2. To develop the various tools of data collection.
 3. Applying Modern Analytical tools for Business Management Decisions.
 4. To derive strategies from the finding of the research analysis.
 5. To interpret the data to make meaningful decisions.
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Reference Books:

1. Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson.
2. Research Methodology: A Step Guide for Beginners, Ranjit Kumar
3. Saunder: Research Methods for business students (Pearson)



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Research: Meaning of research; Types of research (Exploratory research, Conclusive research); The process of research; Research applications in social and business sciences; Features of a Good research study.	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) Case: Isabelle's research dilemma	To understand the importance of research and process of research.	Project Report, Case Study Analysis
2	Research Problem and Formulation of Research Hypotheses: Defining the Research problem; Management Decision	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) Case: Media climate change reporting and environmental disclosure patterns in the low-cost airline	Identification of the research topic and development of	Project Report, Case Study Analysis



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	<p>Problem vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.</p>	<p>industry in the twenty-first century</p>	<p>the construct that will be helpful in solving the problem.</p>	
3	<p>Research Design: Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions;</p>	<p>Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunder: Research Methods for business students (Pearson) Case: Online Branding- The case of McDonald's</p>	<p>Development of the process of research designing.</p>	<p>Project Report, Case Study Analysis</p>



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	Descriptive Research Designs: Crosssectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design			
4	Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) Case Study: Interviewing as a Data Collection Method: A Critical Review	Analysing and differentiating on the different tools of data collection based on the research study.	Project Report
5	Attitude Measurement and Scaling: Types of Measurement Scales; Attitude; Classification of	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson)	Understanding the process of scale	Project Report



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	<p>Scales: Single item vs Multiple Item scale, Comparative vs NonComparative scales, Measurement Error, Criteria for Good Measurement</p>		development.	
6	<p>Questionnaire Design: Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method</p>	<p>Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunder: Research Methods for business students (Pearson) Activity: Focus Group Reserch paper: An empirical study of the dimensionality of organizational justice and its relationship with organizational citizenship behaviour in the Indian context</p>	Development of Scale for data collection.	Project Report
7	<p>Sampling and Data Processing: Sampling concepts- Sample vs Census, Sampling vs Non Sampling</p>	<p>Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunder: Research Methods for business students (Pearson) Research Paper: An empirical study of the</p>	Evaluation and Selection of the sample based on	Project Report



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	error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.	dimensionality of organizational justice and its relationship with organizational citizenship behaviour in the Indian context	the research topic.		
8	Univariate and Bivariate Analysis of Data: Descriptive vs Inferential Analysis, Descriptive Analysis of	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) Activity: Analysis of their independent research project	Applying Modern Analytical tools for Business Management Decisions.	Project Report	



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	Univariate data Analysis of Nominal scale data with only one possible response, Analysis of Nominal scale data with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data			
9	Testing of Hypotheses: Concepts in Testing of Hypothesis – Steps in testing of hypothesis, Test Statistic for testing hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) SPSS Lab Activity: Analysis of their independent research project	Applying Modern Analytical tools for Business Management Decisions.	Project Report



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	population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions.			
10	Chi-square Analysis: Chi square test for the Goodness of Fit; Chi square test for the independence of variables; Chi square test for the equality of more than two population proportions	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) SPSS Lab Activity: Analysis of their independent research project	Applying Modern Analytical tools for Business Management Decisions and to interpret the data to make meaningful decisions.	Project Report
11	Analysis of Variance: Completely randomized design in a one-way ANOVA; Randomized block design in two way ANOVA; Factorial design	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson) SPSS Lab Activity: Analysis of their independent research project	Applying Modern Analytical tools for Business Management Decisions and to interpret the data to make meaningful	Project Report



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			decisions.	
12	<p>Research Report Writing and Ethics in research: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations. Meaning of Research Ethics; Clients Ethical code; Researchers Ethical code; Ethical Codes related to respondents;</p>	<p>Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunder: Research Methods for business students (Pearson) Activity: Discussion on the Independent Research Project Prepared.</p>	<p>Style and method to represent the research in written format.</p>	<p>Project Report</p>



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	Responsibility of ethics in research			
13	Presentation of the Projects And Test		Individual discussion and giving insights about doing research.	MCQ test
14	Presentation of the Projects		Individual discussion and giving insights about doing research.	



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Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case Study	Case: Isabelle's research dilemma Case: Media climate change reporting and environmental disclosure patterns in the low-cost airline industry in the twenty-first century Case Study: Interviewing as a Data Collection Method: A Critical Review	Analyse the various elements involved in research.	Essentials of Business Research: A Guide to Doing Your Research Project: Jonathan Wilson. Saunders: Research Methods for business students (Pearson)
2	Class Activity	Focus Group, Presentation	Scale development, Sample analysis	
3	Academic Projects	A group of 3 students will prepare their research paper on their interest area.	Developing the skills required for research analysis and writing.	
4	Group Discussion	Topic finalization	Brainstorming	
5	Videos / Simulation	Sampling, Interviews	Process of effective data collection	
6	Use of Softwares and Labs	SPSS	Analysis of the data	



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Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences: -

Students are required to make and present a research paper in the class which will give them the insights about the actual process of research and compilation.

Use of ICT for effective teaching with Learning Management Systems (LMS), E-Learning resources etc.: -

Use of Videos, Online Journals, Online data collection and compilation.

Innovation and Creativity in teaching- learning: -

Students will be able to develop their own research paper by the end of the semester.

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

DR VN BRIMS/REC/ACA/05



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NEPTEL : INTRODUCTION TO RESEARCH



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Evaluation:

Internal:

Component	Details	Marks
Class Test	Full Syllabus	20
Presentation	Individual Research Projects	10
Case Study	Case Discussion	5
Participation	Involvement in Class	5

Signature of Faculty

Signature of the Co-ordinator