



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Semester: II

Name of the subject: Business Research method

Maximum marks: 100

No. of Sessions: 4 sessions

Name of the Faculty: Prof Brijesh Sharma

Mobile No: 9224290961

Email:

Weblink:

Learning Objectives:

1. The learner will know to apply and interpret descriptive, statistics using SPSS
 2. The learner will know to apply and interpret inferential using SPSS
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Reference Books:

- Statistical Methods for Practice and Research A guide to data analysis using SPSS (Second edition) Ajai S. Gaur Sanjaya S. Gaur
- Business Research Methods – Naval Bajpai – Pearson Publications



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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	Descriptive & Inferential statistic (Parametric and Nonparametric test)	Research Methods for Business – Uma Sekaran Chapter 15	The learner will know what are descriptive statistics and Inferential statistics and why they are used.	Short Test
2	Testing a hypothesis about a single mean using one sample T test on SPSS	Research Methods for Business – Uma Sekaran Chapter 15	The learner will know how to test a hypothesis about a single mean using one sample T test	Short Test
3	Hypothesis Testing of Independence of Categorical variable –Chi square test on SPSS	Research Methods for Business – Uma Sekaran Chapter 15	The learners will calculate and interpret a test for a contingency table	Short Test
4	Testing a hypothesis about two sample independent T test on SPSS	Research Methods for Business – Uma Sekaran Chapter 15	The learner will know how to test	Short Test



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			a hypothesis about two population independent test	
5	Testing a hypothesis about two sample matched T test on SPSS	Research Methods for Business – Uma Sekaran Chapter 15	The learner will know how to test a hypothesis about two population independent test	Short Test
6				
7				
8				
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10				
11				
12				
13				
14				
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)



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Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs	All hypothesis testing	Should operate the software and get results and interpret to conclude	
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation		
Case Study		
Participation		
Others		

Signature of Faculty

Signature of the Co-ordinator