Programme Name: MMS   Semester: II

Name of the subject: BUSINESS RESEARCH METHODS

Maximum marks: 100   No. of Sessions: 13

Name of the Faculty: MR. ABHIJIT N. GODBOLE

Mobile No: 9819591051   Email: agodbole@vpmthane.org

Weblink:

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

Reference Books:

1) Business Research Methods: Zikmund, Babin, Carr
2) Research Methodology: R Paneerselvam
3) Business Research Methods: Donald Cooper, Schindler
4) Research Methodology: Deepak Chawla, Neena Sondhi

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	Business Research Methods – Cooper Schindler 2Research Methodology Methods & Techniques – C.R.Kothari RM – Deepak Chawla Neena Sondhi	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.	
2	Research Problem and Formulation of Research Hypotheses		Defining the Research problem; Management Decision Problem vs Management Research Problem; Problem identification process;	

DR VN BRIMS/REC/ACA/05

			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	
3	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; 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	Field Activity
5	Attitude Measurement and Scaling		Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs	

			NonComparative scales, Measurement Error, Criteria for Good Measurement	
6	Questionnaire Design		Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method	
7	Sampling and Data Processing		Sampling concepts- Sample vs Census, Sampling vs Non Sampling 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	
8	Univariate and Bivariate Analysis of Data		Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate dataAnalysis 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 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	
11	Analysis of Variance		Completely randomized design in a one-way ANOVA; Randomized block design in two way ANOVA; Factorial design	
12	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; Responsibility of ethics in	

		research		
13	Presentation / Report			
14				
15				

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

Sr. No.	Activity Name	Topic Covered	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			
9	Any other activity			

Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation		
Case Study		
Participation		
Others		

A . N. Godbole

Dr. Sukhada Tambe

Signature of Faculty

Signature of the Co-ordinator

DR VN BRIMS/REC/ACA/05