



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2014-15)**

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Programme Name: MMS / PGDM: MMS

Name of the Course: Business Research Methods

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Dr. Manjiri Karandikar

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Email: mkarandikar@vpmthane.org

Weblink: NA

**Learning Objectives:**

- To understand basics of research.
- Learn in detail about steps and designs of research
- To learn the tools and techniques used for doing research in any field.

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**Reference Books:**

1. Business research methos – Willium Zikmund
2. Research methodology – Chawla and Sondhi
3. Marketing research - Nargundkar

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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Pedagogy</b>	<b>Remark</b>
1	Relevance & Scope of Research in Management and steps involved in the Research Process	Case Study and examples	Completed
2	Identification of Research Problem and Defining MR problems	Theory and case study	completed
3	Research Design	PPT and examples	Completed



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4	Data – Collection Methodology Primary Data – Collection Methods Measurement Techniques Characteristics of Measurement  Techniques – Reliability, Validity etc	PPT and case study	Completed
5	Secondary Data Collection Methods Library Research References Bibliography, Abstracts, etc.	PPT and Case study	completed
6	Primary and Secondary data sources	PPT and examples	completed
7	Data collection instruments including in-depth interviews, projective techniques and focus groups	PPT and case study	
8	Data management plan – Sampling & measurement	PPT and examples	
9	Data analysis – Tabulation, SPSS applications data base, testing for association	Lab exercise	
10	Analysis Techniques Qualitative & Quantitative Analysis  Techniques	PPT and Lab exercise	
11	Techniques of Testing Hypothesis – Chi-square, T-test Correlation & Regression Analysis	PPT and Lab exercise	
12	Analysis of Variance, etc. – Making Choice of an Appropriate Analysis Technique.	PPT and Lab exercise	
13	Research Report Writing and computer Aided Research Methodology – use of SPSS packages	PPT and Lab exercise	
14	Case Studies and Presentations	Class presentations	
15	Case Studies and Presentations	Class presentations	



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Test based on syllabus	20
Presentation	Based on topic allotted	10
Case Study	In class exercise	10
Participation		
Others		

**II) External:**  
**(Sample questions)**

**Signature of Faculty**

**Signature of the Co-ordinator**