Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr Kinchit Shah

Course code: **BB0406**

Course name: Research Methods for Business

Pre-requisites: Basic concepts of Business and Research

Credit points: 3 Credits

Offered Semester: IV

Course Lecturer (1 to 15 weeks)

Full name: Dr Kinchit P. Shah

Department with siting location: IIMS - Indus Institute of Management Studies, 4th Floor, Bhanwar Building.

Email: kinchitshah.mba@indusuni.ac.in

Consultation time: 9:00 AM to 4:30 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

Course Outcomes (CO)

At the completion of the course, the student will be able to:

Upon completion of this course, students will be able to complete the following key tasks:

CO1: Become aware of importance of research in business applications;

CO2: Develop a research proposal for a research project in a business related topic;

CO3: Understand different phases of a research process in a research project. [Problem discovery, literature review, formulation of hypothesis, research design, data collection instrument design, data collection, data preparation, analysis, interpretation & reporting].

CO4: Relate and apply these steps independently as a part of business research project or any scenario needing a formal research work (Live projects, SIP, Dissertation, Course Projects, etc.)

CO5: Develop appropriate data collection instruments.

CO6: Understand various types of research report and types of data.

CO- PO Mapping :

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	2	3	3
CO 2	3	1	3	2	2	2
CO 3	3	1	1	2	1	2
CO 4	3	1	3	2	3	2
CO 5	3	1	1	1	1	1
CO 6	3	1	2	2	1	3

Course Outline

Unit-I

Introduction to Research Methodology. Meaning, Objectives, Types of Research, Research Process, Criteria for good research, Problems of researchers in India, Significance of research.

Unit-II

Defining the research problem: Meaning, Selecting the problem, Techniques

involved in defining a research problem

Research Design: Features, Essential concepts in research, Types of research Designs. Descriptive, Exploratory, Casual Research Designs.

Unit-III

Sampling and Sampling Distribution:

Sampling process, Types of Sampling. Probabilistic sampling techniques: Simple Random, Systematic, Stratified and Cluster/Multi-Stage sampling. Non-Probabilistic sampling techniques: Convenience, Judgment, Quota and Snow-ball. Sampling and Non-Sampling error, Terms of Sampling: Sample Size, Sample Design, Sample Distribution, Sampling Unit, Sampling Frame, and Population

Unit-IV

Methods of Data Collection: Methods of collecting primary data: Observation, Schedule, Interview, Questionnaire. Difference between Questionnaire and schedule Methods of collecting secondary data: Books, Journal, Existing data Sources.

Analysis, Interpretation and report writing: Data preparation and preliminary Analysis, Processing and Analysis: Editing, Coding, Classification and Tabulation

Problems in Processing: Interpretation, Significance of report writing, Steps in report writing, Layout of business research report, Mechanics of report writing and Precautions for report writing

Method of delivery

Lectures, role plays, case studies, experiential exercises, simulation and flipped classrooms.

Study time

Three hours per week

CO-PO Mapping (PO: Program Outcomes)

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Develop Awareness of Business Environment

PO3: Build Effective oral & written communication skills

PO4: Prepare Original thinkers and creative problem solvers

PO5: Comprehend Ethical and Social Responsibility

PO6: Develop Ability for team building & effective human development

Blooms Taxonomy and Knowledge retention (For reference)

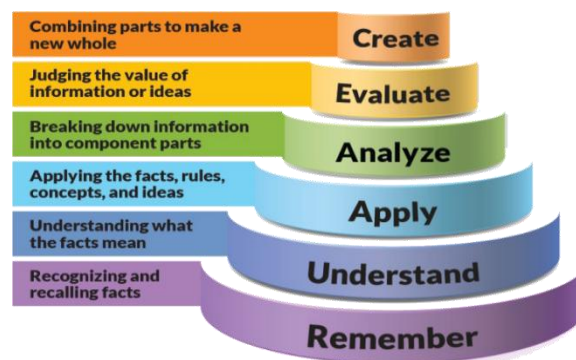(Blooms taxonomy has been given for reference)
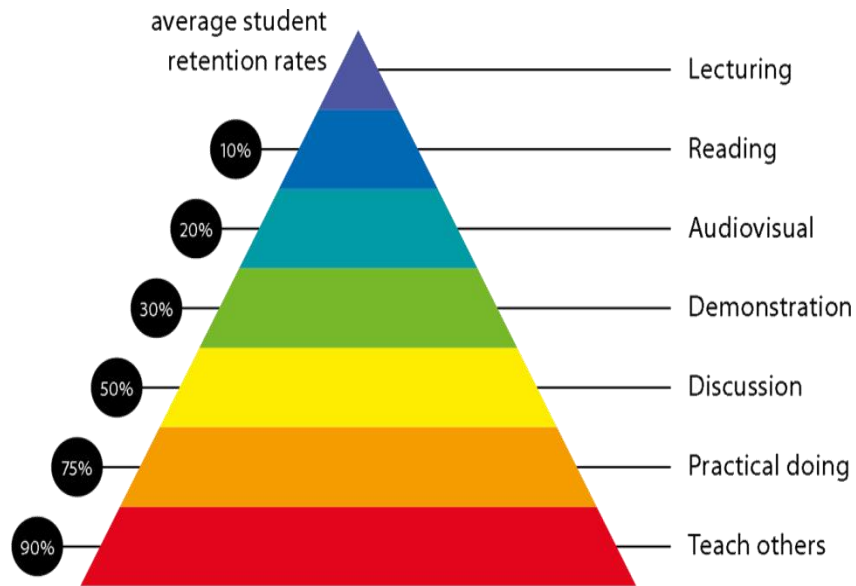

Figure 1: Blooms Taxonomy

Figure 2: Knowledge retention

General Graduate Qualities	Specific Department of Management Graduate Capabilities
Informed Gain an understanding of the complexity of legal compliance in business.	**1 Professional knowledge, grounding & awareness**
Independent learners Locate, evaluate and synthesize complex information. Opportunities to acquire these abilities are developed through lectures, case discussion and various experiential exercises.	**2 Information literacy, gathering & processing**
Problem solvers Having an understanding of legal compliance.	**4 Problem solving skills**
Effective communicators Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.	**5 Written communication**
	6 Oral communication
	7 Teamwork

Responsible	10 Sustainability, societal & environmental impact
Following legal practices and transactions	

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

Practical work:

A report on the practical work is due the subsequent week after completion of the class by each group.

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Research Methodology: Methods and Techniques – C. R. Kothari, Publisher New – Age International
2. Business Research Methods- Naval Bajpai Pearson Publication

Additional Materials (Reference Books)

Reference Book

1. Research Methodology: Methods and Techniques – C. R. Kothari, Publisher New – Age International
2. Business Research Methods- Naval Bajpai Pearson Publication
3. Research Methodology by Deepak Chawla &NeenaSodhi S. Chand Publication
4. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

5. Gupta, S.P. *Statistical Methods, 30*'" ed" Sultan Chand, New Delhi

6. Research Methodology For Engineers by R. Ganesan MJP Publishers   ISBN: 9788180941108, 8180941108

7. Marketing Research – An Applied Orientation; Naresh K Malhotra and Satyabhushan Dash; Pearson Publication.

8. Business Statistics – For Contemporary Decision Making; Ken Black; Wiley Publication.

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

> **Internal evaluation pedagogy for 60 marks:**
>
> **Written Exam- 40 Marks**
>
> **Other components like attendance, assignment, viva, presentation etc...- 20 marks**

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of some marks per calendar day.

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout**

the session that is not neat and legible will not be marked and will be returned to the student.

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Week 1	Introduction to Research Methodology. Meaning, Objectives, Types of Research, Research Process	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 2	Criteria for good research, Problems of researchers in India, Significance of research	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 3	Defining the research problem: Meaning, Selecting the problem, Techniques involved in defining a research problem	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 4	Research Design: Features, Essential concepts in research	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 5	Types of research Designs. Descriptive, Exploratory, Casual Research Designs.	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 6	Sampling process, Types of Sampling.	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 7	Probabilistic sampling techniques: Simple Random, Systematic, Stratified and Cluster/Multi-Stage sampling.	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 8	Non- Probabilistic sampling techniques: Convenience, Judgment, Quota and Snow-ball.	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 9	Sampling and Non-Sampling error, Terms of Sampling: Sample Size, Sample Design	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 10	Sample Distribution, Sampling Unit, Sampling Frame, and Population	CO1, CO2, CO3, CO4, CO5, CO6	Lecture

Week 11	Mid Semester Exam	CO1, CO2, CO3, CO4, CO5, CO6	
Week 12	Methods of Data Collection: Methods of collecting primary data: Observation, Schedule, Interview, Questionnaire. Difference between Questionnaire and schedule Methods of collecting	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 13	secondary data: Books, Journal, Existing data Sources.	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 14	Analysis, Interpretation and report writing: Data preparation and preliminary Analysis, Processing and Analysis: Editing, Coding, Classification and Tabulation	CO1, CO2, CO3, CO4, CO5, CO6	Lecture
Week 15	Problems in Processing: Interpretation, Significance of report writing, Steps in report writing, Layout of business research report, Mechanics of report writing and Precautions for report writing	CO1, CO2, CO3, CO4, CO5, CO6	Lecture