

K L University
K L University Business School
Course Handout for 1st Year MBAPROGRAM
A.Y.2017-18, 2nd Semester

Course Name : BUSINESS RESEARCH METHODOLOGY

Course Code :17MB52C2

L-T-Pstructure : 3 0 0

Course Credits : 3

Course Coordinator :Dr. A. Udaya Shankar

Course Instructor :Dr. A. Udaya Shankar

Course Teaching Associates :Nil

Course Objectives:

1. To introduce the scientific research process.
2. To lay foundation for various statistical tools and techniques used in business research.
3. To familiarize the use of statistical packages in quantitative research.

Course Outcomes (CO):

CO No:	CO	PO	BTL
1.	Independently analyze the research process to business problems.	a, b	4
2.	Evaluate different statistical methods that are applicable to specific research problems.	a, b	5
3.	Analyze organizational data using Software Packages	a, b	4
4.	Take data driven business decisions.	a, b	4

COURSE OUTCOME INDICATORS:

CO No.	COI-1	COI-2	COI-3
1	Understanding scientific research	Identify various research processes	Analyzing various Scaling techniques
2	Understanding usage of SPSS	Formulating hypothesis and measuring central tendency	Evaluate Questionnaire
3	Importance of SPSS in advanced research	Applying tools to interpret	Testing of hypotheses
4	Importance of report writing	Presenting research proposal	Analyze solutions for business problems

SYLLABUS (As approved by BoS):MBA,2015-16 Regulations

Introduction to Scientific Research: Science and Scientific Research –History of Scientific Research- Types of Scientific Research – Research process – Defining Research Problem and Development of Research Hypothesis –Review of Literature: role and methods- Research design – Types - Ethical issues in Social Research. **Thinking like a Researcher:** Unit of study -Study population- Concepts and Variables; Propositions, Hypotheses and Theories-Levels of measurement of variables: Scaling of attitudes. Reliability and validity of scales. **Data Collection and Processing.** Plan for data collection; Census Vs Sampling- Sampling Design -Sample size determination; Types of data; Primary Vs Secondary Data - Primary Data : media used to communicate with respondents: Questionnaire, Interviews, Observation-Selection of an appropriate survey research design - Data Processing Editing, Coding, Classification and Tabulation of data- Introduction to SPSS and R. **Data Analysis and Report Writing :** Explorative Data analysis: Graphs and Diagrammatic presentation of data :Descriptive data analysis: Univariate and Bivariate Data Analysis-Confirmative Data

Analysis - Stating hypothesis and hypothesis testing- Report Writing: steps in report writing, Mechanics of report writing, precautions in research reporting.

BoS Approved Text books:

1. William G. Zikmund : Business Research Methods, 8th edition, 2010, Cengage Learning.

BoS Approved Reference Books:

1. Alan Bryman and Emma Bell: 'Business Research Methods, Third Edition, 2011, OUP.
2. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, TMH, 2009.
3. C.R Kothari: Research Methodology: Methods & Techniques, 2/e, Vishwa Prakashan, 2009.
4. Moser and Kalton: Survey Methods in Social Investigation, Second edition, ELBS.
5. Gaur: Statistical Methods for Practice and Research, Sage Publication, 2009.
6. Dipak Kumar Bhattacharya: Research Methodology, Excel Books, 2009).

Other Books, References: (As recommended for reference by the course team, if any): NIL

Deviations (if any) from B o S approved syllabus and the topics planned: NIL

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1.	1	1	Definition, Meaning and Objectives of Scientific Research	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
2.	1	1	Pure, Applied, Explorative, Descriptive, etc	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
3-4	1	1	Different steps in Research Process; Ethical issues in Research	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
5.	1	2	Meaning, need, types and importance	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
7.	1	2	Various steps in sampling design and its importance	Lecture by ppt and Q&A	In-sem (Test-1) & live project
8.	1	2	Meaning and levels of measurement, criterion for good measurement	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
9.	1	2	Meaning and types of data and sources of data	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
10.	1	3	Personal Interview, Schedules, Questionnaire, etc	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
11.	1	3	Scaling Techniques-I	Lecture by ppt and Q&A	In-sem (Test-1) Q&A and ES
12.	1	3	Scaling Techniques-II	Lecture by ppt and Q&A	In-sem (Test-1) & Problem Solving
13.	2	1	Introduction to SPSS	Lecture by ppt and Q&A	In-sem (Test-2) and ES
14.	2	1	Introduction to R	Lecture by ppt and Q&A	In-sem (Test-2) and ES
15.	2	3	Personal Interview and telephonic interview	Lecture by ppt and Q&A	In-sem (Test-2) and ES
16.	2	3	Questionnaire: design and essential qualities	Lecture by ppt and Q&A	In-sem (Test-2) and ES
17.	2	1	Meaning and selection of a survey research design	Lecture by ppt and Q&A	In-sem (Test-2) and ES
18.	2	1	Meaning and importance	Lecture by ppt and Q&A	In-sem (Test-2) and ES
19.	2	3	Techniques and limitations	Lecture by ppt and Q&A	In-sem (Test-2) and ES
20.	2	3	Editing, Coding and classification of data	Lecture by ppt and Q&A	In-sem (Test-2) and ES
21.	2	3	Tabulation of data	Lecture by ppt and Q&A	In-sem (Test-2) and ES
22-23	2	3	Graphic presentation of data	Lecture by ppt and Q&A	In-sem (Test-2) and ES
24	2	3	Diagrammatic Presentation of data	Lecture by ppt and Q&A	In-sem (Test-2) and ES
25	2	2	Mean, Median and Mode	Lecture by ppt and Q&A	In-sem (Test-2) and ES
26	2	2	MD, SD and Coefficient of Variation	Problem Solving	In-sem (Test-2) and ES
27-28	3	3	Correlation and Chi-square analysis	Problem Solving	In-sem (Test-3) Problem solving and ES

29-30	3	3	Procedure of testing hypothesis	Problem Solving	In-sem (Test-3) Problem solving and ES
31-32	3	1	Small sample tests	Problem Solving	In-sem (Test-3) and ES
33-34	3	1	Large Sample tests	Lecture by ppt and Q&A	In-sem (Test-3) and ES
35	3	1	ANOVA	Lecture by ppt and Q&A	In-sem (Test-3) and ES
36	3	2	Report Writing	Lecture by ppt and Q&A	In-sem (Test-3) and ES
37	3	2	Presentation of Research Report	Lecture by ppt and Q&A	In-sem (Test-3) and ES
38	4	1	Introduction and data entry	Lecture by ppt and Q&A	End -Semester
39	4	1	Descriptive Statistics	Computer based training	End-Semester
40	4	2	Graphic Representation	Computer based training	End-Semester
41	4	3	Correlation and Regression	Computer based training	End-Semester
42	4	3	ANOVA	Computer based training	End-Semester
43	4	3	Chi-square Test for independence	Computer based training	End-Semester
44	4	3	t-test	Computer based training	End-Semester
45	4	3	Non Parametric Tests	Computer based training	End-Semester

Session wise Teaching – Learning Plan

Session Number: 1

Session Outcome: Student able to understand Definition, Meaning and Objectives of Social Research

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Definition, Meaning and Objectives of Social Research	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 2

Session Outcome: Student able to Understand Pure, Applied, Explorative, Descriptive research

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Pure, Applied, Explorative, Descriptive research	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 3-4

Session Outcome: Student able to understand Different steps in Research Process; Ethical issues in Research

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Different steps in Research Process; Ethical issues in Research	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 5

Session Outcome: Student able to Understand Meaning, need, types and importance of research.

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Meaning, need, types and importance of research	2	Lecture

10	Q & A		Interaction
05	Revision		Interaction

Session Number: 6

Session Outcome: Student able to assess Various steps in sampling design and its importance

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Various steps in sampling design and its importance	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 7

Session Outcome: Student able to assess levels of measurement, criterion for good measurement

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Meaning and levels of measurement, criterion for good measurement	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 8

Session Outcome: Student able to differentiate types of data and sources of data

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	types of data and sources of data	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 9-10

Session Outcome: Student able to design Personal Interview, Schedules, Questionnaire

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Personal Interview, Schedules, Questionnaire, etc	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 11-12

Session Outcome: Student able to deploy scaling techniques in research

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	scaling techniques	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 13

Session Outcome: Student able to Understand the importance of SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Introduction to SPSS	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 14

Session Outcome: Student able to understand methods of research

Time(min)	Topic	BTL	Teaching – Learning Method
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10	Introduction		Lecture
30	Methods of research	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 15

Session Outcome: Student able to perform Personal Interview and telephonic interview

Time(min)	Topic	BTL	Teaching – Learning Method
10	Revision		Lecture
30	Personal Interview and telephonic interview	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 16

Session Outcome: Student able to design Questionnaire

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Questionnaire: design and essential qualities	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 17-18

Session Outcome: Student able to perform selection of a survey research design

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	selection of a survey research design	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 19

Session Outcome: Student able to analyze research Techniques.

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Techniques and limitations	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 20

Session Outcome: Student able to Editing, Coding and classification of data

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Editing, Coding and classification of data	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 21

Session Outcome: Student able to Evaluate data

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Tabulation of data	5	Lecture
10	Q & A		Interaction

05	Revision		Interaction
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Session Number:22-23

Session Outcome: Student able to presentation datagraphically

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Graphic presentation of data	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 24

Session Outcome: Student able to perform Diagrammatic Presentation of data.

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Diagrammatic Presentation of data	5	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 25

Session Outcome: Student able to figure out the methods of central tendency and interpret

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Mean, Median and Mode	5	Problem solving
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 26

Session Outcome: Student able to perform MD, SD and Coefficient of Variation and interpret the values

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	MD, SD and Coefficient of Variation	5	Problem solving
10	Q & A		Interaction
05	Revision		Interaction

Session Number:27-28

Session Outcome: Student able to analyze the data using Correlation and Chi-square

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Correlation and Chi-square	4	Problem solving
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 29-30

Session Outcome: Student able to test the hypotheses

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Procedure of testing hypothesis	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 31-32

Session Outcome: Student able to understand the importance of report writing

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Need and types of reports	2	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 33-34

Session Outcome: Student able to prepare report

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
40	Steps in report writing	4	Lecture
05	Revision		Interaction

Session Number:35

Session Outcome: Student able to evaluate Mechanics of Report Writing

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
40	Mechanics of Report Writing	4	Lecture
05	Revision		Interaction

Session Number: 36

Session Outcome: Student able to find the pitfalls in report writing

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Precautions in Report Writing	4	Lecture
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 37

Session Outcome: Student able to Present Research Report

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Presentation of Research Report	4	Presentation by student
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 38

Session Outcome: Student able to perform data entry

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Introduction and data entry	2	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 39

Session Outcome: Student able to understand Descriptive Statistics

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Descriptive Statistics	2	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 40

Session Outcome: Student able to analyze graphs using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Graphic Representation	4	CBT

10	Q & A		Interaction
05	Revision		Interaction

Session Number: 41

Session Outcome: Student able to analyze and interpret data using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Correlation and Regression	4	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 42

Session Outcome: Student able to analyze and interpret data using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	ANOVA	4	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 43

Session Outcome: Student able to analyze and interpret data using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Chi-square Test for independence	4	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 44

Session Outcome: Student able to analyze and interpret data using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	t-test	4	CBT
10	Q & A		Interaction
05	Revision		Interaction

Session Number: 45

Session Outcome: Student able to analyze and interpret data using SPSS

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Lecture
30	Non Parametric Tests	4	CBT
10	Q & A		Interaction
05	Revision		Interaction

EVALUATION PLAN;

Evaluation Component	Weightage /Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
COI Number				2	4	5	2	4	5	2	4	5	2	4	5
BTL				2	2	4	2	2	4	2	2	4	2	2	4
Test 1	Weightage (10%)		90 mins	3	3	4									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10%)		90 mins				3	3	4						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10%)		90 mins							4	3	3			
	Max Marks (20)									6	6	8			
SPSS Lab	Weightage (15%)			SPSS Lab											
	Max Marks (15)														
Attendance	Weightage (5%)			Attendance											
	Max Marks (5)														
Semester End Exam	Weightage (50%)		180 mins	3	3	4	3	3	4	4	3	3	8	6	6
	Max Marks(50)			3	3	4	3	3	4	3	3	4	6	6	8
		Question Number			1	2- 4	3	3-7	6	5	4	3	5	4 -6	7

Course Team members, Chamber Consultation Hours and Chamber Venue details: Only Subject Teacher

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
1	Dr. A.Udaya Shanar	Wednesday (4 months-@3 Wednesdays= 12 Days	5 P.M to 7 P.M-2 hours	505-E	
		Wednesday (4 months-@3 Wednesdays= 12 Days	5 P.M to 7 P.M-2 hours		

Signature of COURSE COORDINATOR:



Hari Kiran Vege,

Recommended by HEAD OF DEPARTMENT:

Assoc. Dean-TLP
for Approved By: DEAN-ACADEMICS

Document digitally approved by Vetting Team and HOD.

(Sign with Office Seal)

For details please contact Digital Learning Team

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