

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

Year – I (Semester – I) (W.E.F. JULY 2013)

**Subject Name: Research Methodology (RM)**

**Subject Code: 2810006**

**1. Course Objective:** To familiarize the students with the types of business problems often faced by corporate entities and to help them develop insights about basic concepts of research designs and methodology aimed at solving business problems.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Introduction to Business Research:</b> Nature and Scope of Business Research, Information Based Decision Making and Source of Knowledge. The Research Process, Basic approaches and Terminologies used in Research, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan.	7	17
II	<b>Research Designs:</b> Understanding Research Designs, Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation, Others.	7	17
III	<b>Measurement, Scaling, Instrument Designing and Sampling:</b> Measurement and Scaling, commonly used scales in business research, Reliability and Validity of scales. Designing Instrument for data collection, testing the instrument. Sampling Concepts, methods, procedure and sample size decisions.	7	18
IV	<b>Data Analysis and Presentation: Introduction to Bivariate and Multivariate Analysis (No numerical), Research Report Writing, and Communication the research results.</b>	7	18

V	<b>Practical:</b> Identifying the Problem, Preparing the Research Proposal, Designing the Instrument, Conducting Pilot Survey, Conducting the Final survey, Analyzing the Data using Software's like SPSS, Gretl, Clementine, Minitab, IBM Analytics, etc., Preparing the Research Report.	8	Internal Evaluation (20 Marks of CEC)
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**4. Teaching Method:** The course will use the following pedagogical tools:

1. Case discussions covering a cross section of decision situations.
2. Discussion on issues and techniques
3. Projects/Assignments/Quiz/Class Participation, etc.

**5. Evaluation:**

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

**6. Basic Text Books:**

Sr. No.	Author	Name of the Book	Publisher	Edition and Year of Publication
T1	Deepak Chawla and Neena Sondhi	Research Methodology: Concepts and Cases	Vikas Publication	Latest 2012
T2	Naval Bajpai	Business Research Methods	Pearson	Latest
T3	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest Edition
T4	D K Bhattacharyya	Research Methodology	Excel Books	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Zikmund William	Business Research Methods	Thomson	Latest Edition
R2	Bryman Alan	Business Research Methods	Oxford University Press	Latest Edition
R3	Panneerselvam R	Business Research Methods	John Wiley and Sons	Latest Edition
R4	K Aswathappa and K Shridhara Bhat	Research Methodology	Prentice Hall of India	Latest Edition
R5	Alan Bryman, Emma Bell	Business Research Methods	Oxford University Press	Latest Edition
R6	Mark S Hiller	Intriduction to Management Science – a Modeling and Case studies approach with spreadsheets	Tata McGraw Hill	Latest Edition
R7	J K Sachdeva	Business Research Methodology	Himalaya Publication	Latest Edition
R8	Adithan Bhujange	Research Methodology for Management and social Science	Excel Books	Latest Edition
R9	S Israel	Data Analysis in Business Research	Response Books	Latest Edition
R10	Carven Nash	Data analysis with SPSS	Thomson	Latest Edition
	Beridget Somketh & Cathy Lewis	Research Methods in Social Science	Vishtar	Latest Edition
R11	Naresh Malhotra and Satyabhusan Dash	Marketing Research	Pearson	Latest

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.: Research Quarterly, Vikalpa, etc.

## 9. Session Plan:

Session	Topic
1	Nature and Scope of Business Research
2	Information Based Decision Making and Source of Knowledge
3	The Research Process

4	Basic approaches and Terminologies used in Research
5	Defining Research Problem and Framing Hypothesis
6-7	Preparing a Research Plan
8	Understanding Research Designs , Exploratory and Conclusive
9-10	Qualitative and Quantitative Research
11-14	Primary Data Collection Observation, Survey and Experimentation
15-16	Measurement and Scaling, commonly used scales in business research, Reliability and Validity
17-18	Designing Instrument for data collection, testing the instrument
19-21	Sampling Concepts, methods, procedure and sample size decisions
22	Data Editing and Coding, Tabulations, Cross Tabulation, Graphical presentation of the data
23-27	Testing of Hypothesis, Type I and Type II error, One-tailed and two-tailed tests of significance. Introduction to Parametric and Non-Parametric Test for Univariate and Bivariate data and Multivariate Analysis (No numericals)
28	Research Report Writing
29-36	<b>Practical:</b> Identifying the Problem, Preparing the Research Proposal, Designing the Instrument, Conducting Pilot Survey, Conducting the Final survey, Analyzing the Data using Software's like SPSS, Gretl, Clementine, Minitab, IBM Analytics, etc., Preparing the Research Report.