

Disclaimer

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DoBM, IGNTU

1. Name of Department : Business Management
2. Name of Programme: MBA
3. Semester: IInd
4. Name of Paper/Course: Business Research Methods
5. Name of the Teacher: Dr. Sushil Kumar Singh

MBA IInd Sem

MGT-C-225: BUSINESS RESEARCH METHODS

Objective: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making

Unit-I: Introduction to Business Research:

Meaning, Definition, Characteristic, Objectives and Significance of Research in Business;, Different Approaches to Research, Types of Business Research, The Research Process, Managers and Research, Role of Research in Management, Nature of Management Research, Management Research Methods, Methodology for Management Research.

Unit-II: Formulation of Research Problem, Research Hypothesis, and Research Design :

Research Problem, Hypothesis Formulation and Design: Formulation and Definition of Business Research Problem; Formulation of Research Hypotheses, Business Research Design – Meaning and Formulation; Research Design Classification – Exploratory Research Design (Secondary Data & Qualitative Research), Descriptive Research Design (Survey & Observation) and Causal Research Design (Experimentation).

Unit-III: Sampling Design and Measurement Techniques:

The Sampling Design Process; Types of Sample Design– Probability and Non-probability Sampling Designs; Size of Sample; Sampling Errors; Concept of Measurement and Scaling; Important Scaling Techniques – Comparative and Non-comparative; Reliability and Validity of Measurement.

Unit-IV: Collection and Analysis of Data:

Methods of Data Collection: Primary Data and Secondary Data, Tools of Collecting Primary Data: Questionnaires, Observation and Interviews, Questionnaire Design Process; Questionnaire; Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

Unit-V: Correlation and Regression Analysis:

Correlation Analysis: Types of Correlation, Methods of Correlation Analysis, Karl Pearson's Correlation Coefficient, Spearman's Rank Correlation Coefficient.

Regression Analysis: Methods of Studying Regression: Graphic Study, Free Hand Curve Method, Least Square Method, Two Regression Lines, Regression Equations.

Suggested Readings :

- Donald Cooper & Pamela Schindler, Business Research Methods - TMGH, 9th edition.
- Alan Bryman & Emma Bell, Business Research Methods - Oxford University Press.
- C.R.Kothari - Research Methodology

Suggested Link for downloading e-Contents from the given links/sources as under:

Unit 1 : Introduction to Business Research :

e-PGPATHSHALA

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>

<http://egyankosh.ac.in/>

<http://www.ignouhelp.in/ignou-ms-95-study-material/>

Unit 2: Formulation of Research Problem, Research Hypothesis, and Research Design :

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>

<http://egyankosh.ac.in/>

<http://www.ignouhelp.in/ignou-ms-95-study-material/>

Unit-III: Sampling Design and Measurement Techniques:

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Unit-IV: Collection and Analysis of Data:

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Unit-V: Correlation and Regression Analysis:

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