

**Master of Business Administration
MBA Semester II
Core Course**

207: Research Methodology

Marks: 100

Duration: 60 Hrs.

CREDITS: 4

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

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Classify different types of research and elaborate the research process

CO2: Formulate the research problem and develop the research design

CO3: Categorize the sampling and data collection techniques and construct the questionnaire

CO4: Analyze the data through the application of different computer software

CO5: Write the research report and prepare the presentation by using different tools

Contents:

| UNIT | Content | Hours |
|-------------|--|--------------|
| I | Introduction: Meaning of research; Objectives of Research, Types of Research; Research process. Business Research Definition, Meaning of Research Methodology, Scientific Methods. Problem Formulation | 11 |
| II | Research Design: Features of Good Research Design. Different Research Design, Experimental, Exploratory and Descriptive. Sampling Design: Steps in Sampling Design. Types of Sample Designs – Profitability and Non-Profitability Sampling, Sampling Bias and Errors. | 10 |
| III | Data Collection: Primary vs Secondary data. Questionnaire Design, Guidelines for Constructing Questionnaire. Case Study Method. Attitude Measurement and Scaling Techniques. | 10 |
| IV | Analysis of Data: Use of Computer Software in Data Analysis – ANOVA, Regression Analysis, Factor Analysis, Discriminant Analysis. | 11 |
| V | Report Writing and Presentation: Graphs, Charts, Diagrams of Presentations. Layout of Research Report, Types of Reports, Precautions for writing Report. | 10 |
| | Small group learning exercise involving discussion, case studies role-play, presentations by students | 8 |
| | TOTAL | 60 |

Readings (Unit Wise)

Unit-I

1. C.R. Kothari &GauravGarg(2014) Research Methodology, New Age International Publishers
2. Prafull K. Khatua&PritiRanjanMajhi (2018) Research Methodology: Concepts, Methods, Techniques and SPSS, Text and Cases. Himalaya Publications

Unit-II

1. C.R. Kothari &GauravGarg (2014) Research Methodology, New Age International Publishers
2. Prafull K. Khatua&PritiRanjanMajhi (2018) Research Methodology: Concepts, Methods, Techniques and SPSS, Text and Cases. Himalaya Publications

Unit-III

1. C.R. Kothari &GauravGarg (2014) Research Methodology, New Age International Publishers
2. Prafull K. Khatua&PritiRanjanMajhi (2018) Research Methodology: Concepts, Methods, Techniques and SPSS, Text and Cases. Himalaya Publications

Unit-IV

1. C.R. Kothari &GauravGarg (2014) Research Methodology, New Age International Publishers
2. Prafull K. Khatua&PritiRanjanMajhi (2018) Research Methodology: Concepts, Methods, Techniques and SPSS, Text and Cases. Himalaya Publications

Unit-V

1. C.R. Kothari &GauravGarg (2014) Research Methodology, New Age International Publishers
2. Prafull K. Khatua&PritiRanjanMajhi (2018) Research Methodology: Concepts, Methods, Techniques and SPSS, Text and Cases. Himalaya Publications

Additional Reading

1. Ranjit Kumar (2014), Research Methodology: A Step-by-Step Guide for Beginners, 4th Edition, Sage Publications.
2. Uwe Flick (2012), Introducing Research Methodology: A Beginner's Guide to Doing a Research Project, Sage Publications.
3. Bethlehem, J. (2009), Applied Survey Methods: A Statistical Perspective, Wiley.
4. Cochran, William, G. (2008), Sampling Techniques, Third Edition, Wiley-India, ISBN 978-81- 265-1524-0.Reprint: 2008.
5. Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E. and Tourangeau, R. (2009). Survey Methodology, Wiley.

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

| Unit No. | Course Learning Outcomes | Teaching and Learning Activity | Assessment Tasks |
|-----------------|--|--|---|
| I | Ability to understand the meaning scope importance and purpose of research. | Lecture/Video/ Case/ Presentation/Role Play | Class participation, Presentation, Viva/ test, Analysis of case study |
| II | Ability to learn different methodologies and techniques used in research work. | Lecture/Video/ Case/ Presentation/Role Play | Class participation, Presentation, Viva/ test, Analysis of case study |
| III | Ability to understand different methods of sampling and data collection | Lecture/Video/ Case/ Presentation/Role Play | Class participation, Presentation, Viva/ test, Analysis of case study |
| IV | Ability to learn the various statistical tools used of analysis of data | Lecture/Video/ Case/ Presentation/Role Play | Class participation, Presentation, Viva/ test, Analysis of case study |
| V | Ability to understand the importance of report writing | Lecture/Video/ Case/ Presentation/Role Play | Class participation, Presentation, Viva/ test, Analysis of case study |