



## **Masters of Business Administration (MBA) – Semester – 1**

### **Course Teaching Plan**

**Course Title: Business Research Methods (BRM)**

**Course Code: 340030109**

**Course Credit: 3.0 credit**

#### **1. Introduction:**

In the globalized economy, business faces challenges that require knowledge-based solutions. The products and services that they offer need to be decisive, and precise value propositions that would meet customer's explicit and latent requirements. This means the managers need to use tools and techniques that will use research-based information to be part of decision support system. Hence Business Research Methods is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

#### **2. Course Objective:**

- Understand the systematic approach to problem solving and exposure to globally accepted theories and methodologies of conducting business research
- To develop an ability for effective communication and interpretation of research findings.

#### **3. Course Learning Outcomes:**

- CLO1: To demonstrate knowledge of business research types and the research process framework, one must understand formulating research questions, objectives, hypotheses, and conducting a literature review.
- CLO2: Compare and contrast various types of research designs and its methods
- CLO3: Describe sampling methods, measurement scales and instruments with appropriate uses of each

- CLO4: Apply the knowledge of data preparation and advanced multivariate techniques using statistical software and various aspects of Research Writing

### CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1: To demonstrate knowledge of business research types and the research process framework, one must understand formulating research questions, objectives, hypotheses, and conducting a literature review.	3	3	3	1	-
CLO2: Compare and contrast various types of research designs and its methods	3	3	3	1	-
CLO3: Describe sampling methods, measurement scales and instruments with appropriate uses of each	3	3	3	3	-
CLO4: Apply the knowledge of data preparation and advanced techniques using statistical software and various aspects of Research Writing	3	3	3	3	-

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

#### 4. Course Contents and Session Plan:

Session No	Syllabus Content
<b>UNIT I: Business Research Fundamentals</b>	
1	Meaning & definition of Research - Relevance & Significance of Research in Business
2-3	Types of Research - Research Problems - Overview of Research Process
	<b>Learning by doing (Research Project):</b> Students in groups of 2-3 will submit a research topic based on their area of interest along with the rationale for selecting the topic.
<b>UNIT II: Understand formulation of research questions, objectives and hypothesis and review of literature</b>	
4-5	Problem Identification, Writing Introduction and Literature Review with Citations
6	Formulation of Research Questions and Objectives
7-8	Formulation of Hypothesis (Practical application of hypothesis testing will be taught during SPSS lab)
	<b>Learning by doing (Research Project):</b> Students will formulate the research problem, write the introduction to the research topic, do the literature review, and formulate the research objectives and hypothesis for their area of research.

Session No	Syllabus Content
<b>UNIT III: Compare and contrast various types of research designs and its methods</b>	
9-10	Exploratory Research Design
	<b>Learning by doing (Research Project):</b> Students will utilize different qualitative research techniques to collect data as part of their research project.
11-12	Descriptive Research Design
13-14	Experimental (Conclusive) Research Design
	<b>Learning by doing (Research Project):</b> Students will submit their research proposal, and necessary changes will be suggested by the subject faculty.
<b>UNIT IV: Describe sampling methods, measurement scales and instruments with appropriate uses of each</b>	
15-16	Compare and Contrast different types of Measurement Scales
17-19	Sources of Data, Schedules and Questionnaire Designing
20-21	Sampling Techniques, Sample Size Determination
	<b>Learning by doing (Research Project):</b> Students will prepare a questionnaire for their research project, which will be reviewed by the subject faculty.
<b>UNIT V: Apply the knowledge of data preparation and advanced multivariate techniques using statistical software and various aspects of Research Writing</b>	
22-26	Data Collection, Data Preparation, Data Analysis
	<b>Learning by doing (Research Project):</b> Students will be sent to the field for data collection and then analyze the data.
27	Report Writing
28-30	<b>Learning by doing (Research Project):</b> Students will write the entire project report and make the final presentation in the classroom.

### 5. Assessment Scheme:

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	√	√
Class Participation	5%	√	
Assignment	5%	√	√
Case Analysis	10%	√	
Capstone Project	30%	√	√

- *Please tick the appropriate cell in CLO matrix*
- *Use continuous assessment methods of your choice*

### 6. Educational Resources

Educational Resources	Description

<b>i. Text Book</b>	Marketing Research – An applied orientation by Naresh Malhotra and Satyabhusan Dash, Pearson (7 <sup>th</sup> Edition)
<b>ii. Reference Books</b>	<ol style="list-style-type: none"> <li>1. Business Research Methods by Zikmund William, Cengage Publication</li> <li>2. Business Research Methods by Naval Bajpai, Pearson</li> </ol>
<b>iii. Journals/ Magazine/periodicals</b>	<p><b>1. Journal Of Retailing &amp; Consumer Services</b> Das, G. (2014). Factors Affecting Indian Shoppers' Attitude And Purchase Intention: An Empirical Check. Journal Of Retailing And Consumer Services, 21(4), 561-569. Doi:10.1016/J.jretconser.2014.04.005</p> <p><b>2. International Journal Of Management And Social Sciences</b> Balgaonkar V &amp; Dolas P(2017) An Analytical Study On E-Tailing And Purchase Behavior Of Rural Youth In Digital Era, International Journal In Management And Social Science, September 2017</p> <p><b>3. Journal Of Internet Commerce</b> Chuanlan Liu &amp; Sandra Forsythe (2010) Sustaining Online Shopping: Moderating Role Of Online Shopping Motives, Journal Of Internet Commerce, 9:2, 83-103, DOI:10.1080/15332861.2010.503848</p> <p><b>4. Business Horizons, Elsevier</b> Sousa, R., Horta, C., Ribeiro, R., &amp; Rabinovich, E. (2020). How To Serve Online Consumers In Rural Markets: Evidence-Based Recommendations. Business Horizons. Doi:10.1016/J.bushor.2020.01.007</p> <p><b>5. International Journal Of Electronic Commerce</b> Spiller, P., &amp; Lohse, G. L. (1997). A Classification Of Internet Retail Stores. International Journal Of Electronic Commerce, 2(2), 29–56.</p>
<b>iv. Video lecture (NPTEL, MOOC, you tube lecture)</b>	MOOC Course on “Marketing Research and Analysis” Offered by NPTEL
<b>v. Course related important Web links</b>	<ol style="list-style-type: none"> <li>1. <a href="http://www.bseindia.com">www.bseindia.com</a></li> <li>2. <a href="http://www.moneycontrol.com">www.moneycontrol.com</a></li> <li>3. <a href="http://www.livemint.com">www.livemint.com</a></li> <li>4. <a href="http://www.marketsmaza.com">www.marketsmaza.com</a></li> </ol>
<b>vi. Course related blog, if any</b>	<ol style="list-style-type: none"> <li>1. <b>LiveMinds</b> (<a href="https://liveminds.com/blog">https://liveminds.com/blog</a>) – Tips and inspiration for global qualitative research. Featuring independent industry expert Tom Woodnutt, regular submissions by guest bloggers and useful case studies.</li> <li>2. <b>Strangers On The Shore</b> (<a href="https://shorequalblog.com">https://shorequalblog.com</a>) – covers thoughts about qual from a practitioner point of view and links to related fields like behavioural economics, sociology, politics and the wider culture.</li> </ol>

	<ol style="list-style-type: none"><li data-bbox="760 197 1390 344">3. <b>Closer toBrands</b> (<a href="http://www.closetobrands.co.uk">http://www.closetobrands.co.uk</a>) by Richard Brown. He believes that brands have to make an emotional connection with their target because emotional needs are the main drivers of behaviour.</li><li data-bbox="760 352 1390 562">4. <b>QualBlog</b> (<a href="http://www.qualblog.com">www.qualblog.com</a>) – a blog provided by 20/20 Research, Inc. and written by Jim Bryson. The blog has stories on qualitative techniques, the qualitative research industry, and other items of interest to qualitative researchers. The site aims to keep one “up to speed” on qualitative happenings and techniques.</li><li data-bbox="760 571 1390 907">5. <b>The Lipstick Economy</b> (<a href="http://jamiedunham.wordpress.com">http://jamiedunham.wordpress.com</a>) – Jamie Dunham’s blog talks about the buying power of the 108 million adult women in the U.S. that make 85% of all consumer purchases. According to her, these women guide their friends and families into purchasing decisions and create the word of mouth that influences those around them spending approximately \$2 trillion dollars annually, making them truly the Lipstick Economy. Not only a blogger, Dunham is also a brand strategist and cultural curator.</li></ol>
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