

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –6) (W.E.F. Academic Year 2017-18)

Subject Name: Research Methodology (RM)

Subject Code: 2567106

1. Learning Outcomes:

At the end of semester students would be able to

- a) Understand problems often faced by Business Organizations and acquire systematic approach to problem solving.
- b) Apply concepts of Research Design and Methodology aimed at solving Business Problems.
- d) Analyze and interpret data using various statistical tools

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Contents	No. of Sessions	Marks (out of 70)
I	Business Research Fundamentals: - What is research? - Types of business research Business Research Process - I: - Problem identification, problem statement - Research questions / objectives - Hypothesis formulation	10	17
II	Business Research Process - I: - Research Methodology <ul style="list-style-type: none">• Research design (Exploratory, Descriptive, Causal)• Sampling designs• Scaling<ul style="list-style-type: none">○ Types of data○ Types of scales○ Validity & reliability• Data Collection<ul style="list-style-type: none">○ Sources○ Methods (Qualitative & Quantitative)○ Tools (Includes Questionnaire designing)	10	18

III	<p>Data Analysis & Interpretation:</p> <ul style="list-style-type: none"> • Univariate Data Analysis <ul style="list-style-type: none"> ○ Comparing observed data with standard / expected <ul style="list-style-type: none"> ▪ Parametric – T test ▪ Non-parametric – Runs, One Way Chi-Square • Bivariate Data Analysis <ul style="list-style-type: none"> ○ Difference between variables <ul style="list-style-type: none"> ▪ Parametric - T-test (independent & paired) ▪ Non-parametric – Mann-Whitney U test • Similarities between variables (No Numerical Problems – Understanding application through statistical software) <ul style="list-style-type: none"> ▪ Parametric – Correlation & Regression • Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable <ul style="list-style-type: none"> ▪ Parametric – ONE WAY ANOVA, ▪ Non-parametric – Kruskal Wallis. 	10	17
IV	<ul style="list-style-type: none"> • Research Writing: <ul style="list-style-type: none"> ○ Research Proposal ○ Review of Literature ○ Research Report ○ Citations & Bibliography 	10	18
V	<p>Practical: A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.</p>	--	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material (b)

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naval Bajpai	Business Research Methods	Pearson	Latest
2	Zikmund William	Business Research Methods	Thomson	Latest
3	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest
4	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest

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.