

Name of Institute: Indus Institute of Management Studies (IIMS)
Name of Faculty: Dr. Gauri Gaur

Course code: IMB0503

Course name: Business Research Methods

Pre-requisites: Intergrated MBA

Credit points: 4 Credits

Offered Semester: V

Course Lecturer (weeks 01 - 15)

Full name: Dr. Gauri Gaur

Department with siting location: Management

Telephone 8866306927

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Consultation times: 2.00 PM to 4.00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

Course Outcomes (CO)

Upon completion of this course, students will be able to complete the following key tasks:

CO1 Become aware of importance of research in business applications.

CO2 Develop a research proposal for a research project in a business related topic

CO3 Understand different phases of a research process in a research project. [Problem discovery, literature review, formulation of hypothesis, research design, data collection instrument design, data collection, data preparation, analysis, interpretation & reporting].

CO4 Relate and apply these steps independently as a part of business research project or any scenario needing a formal research work (Live projects, SIP, Dissertation, Course Projects etc)

CO5 Develop appropriate data collection instruments.

Course Outline

Unit-I

Foundations to Research:

Research Definition, Why to study Business research What is Good Research? Decision Support, Research Applications in Functional areas of business, Emerging trends in Business research,
Research and Scientific Methods
Research Process
Formulation of Research problem

Unit-II

Research Design:

Concepts and features of good design, Quantitative and Qualitative Research Approaches,
Exploratory Research design(Depth Interview, Focus groups, Observation, Survey methods)
Experimental Research Design
Descriptive Research Design

Unit-III

Questionnaire Method of Data Collection

Measurement and Data:

Concepts of Measurement, what is measured, problems in Measurement Research,
Validity and Reliability
Levels of Measurement: Nominal, Ordinal, Interval and ratio scales
Types of Data: Primary and Secondary

Unit-IV

Sampling Methods:

Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample,
Characteristics of a good sample,
Types of Sampling techniques: Probability and Non- Probability Sampling.

Hypothesis Testing: Qualities of Good Hypothesis, concepts of Null and Alternative Hypothesis, Steps in testing hypothesis, Sampling Errors.

Report Writing: Concepts and Features of a Good Research Report, Structure of Research report.

Method of delivery

Lectures, PPT, case studies, Active Learning Techniques

Study time

Four hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	3	-	-	-
CO 2	-	-	2	-	-	-
CO 3	2	-	3	-	-	-
CO 4	-	-	3	-	-	-
CO 5	-	-	3	-	-	-
CO 6	-	-	2	-	-	-

Blooms Taxonomy and Knowledge retention(For reference)
 (Blooms taxonomy has been given for reference)

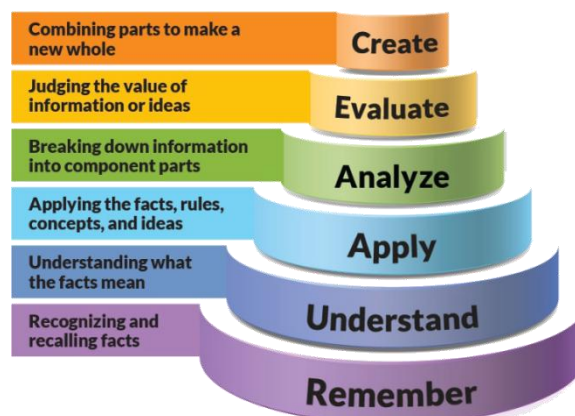


Figure 1: Blooms Taxonomy

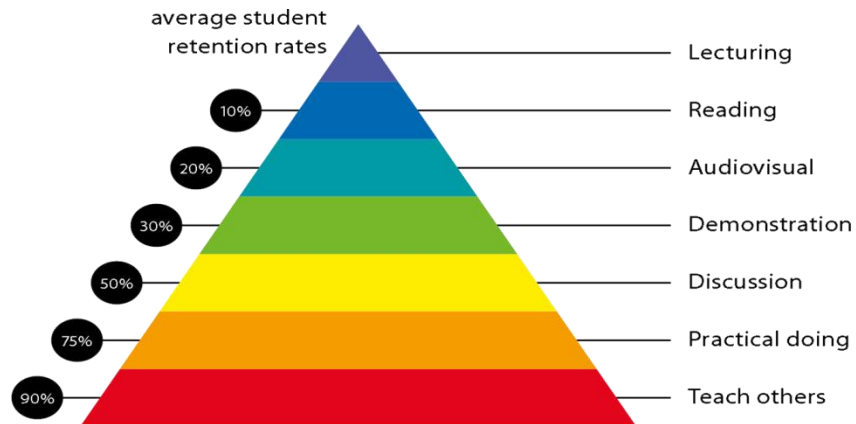


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered
 (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
<p>Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>

Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	4 Problem solving skills
Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	10 Sustainability, societal & environmental impact

Practical work:

1. Assignment -1: Theoretical Questions
2. Assignment -2: Theoretical Questions
3. Assignment -3: Presentations in small Groups

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text Books:

- Research Methodology: Methods and Techniques - C. R. Kothari, Publisher New - Age International
- Business Research Methods- Naval Bajpai Pearson Publication

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- Research Methodology: Methods and Techniques - C. R. Kothari, Publisher New - Age International
- Business Research Methods- Naval Bajpai Pearson Publication
- Research Methodology by Deepak Chawla & Neena Sodhi S. Chand Publication
- Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
- Gupta, S.P. *Statistical Methods*, 30th ed" Sultan Chand, New Delhi
- Research Methodology For Engineers by R. Ganesan MJP Publishers ISBN: 9788180941108, 8180941108
- Marketing Research - An Applied Orientation; Naresh K Malhotra and Satyabhushan Dash; Pearson Publication.
- Business Statistics - For Contemporary Decision Making; Ken Black; Wiley Publication.

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

1. Assignment-1: 5 Marks
2. Assignment -2: 5 Marks
3. Presentation: 5 Marks
4. Attendance: 5 Marks
5. Mid Semester Exams: 40 Marks
6. End Semester Exams: 40 Marks

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

(Mention quiz, assignment submission, breaksetcas well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Concepts and features of good design, Quantitative and Qualitative Research Approaches,	CO1,CO3 & CO5	Lecture
Weeks 2	Exploratory Research design(Depth Interview, Focus groups, Observation, Survey methods)	CO1,CO2 & CO3	Lecture
Week 3	Experimental Research Design, Descriptive Research Design	CO3,CO4 & CO5	Lecture
Week 4	Concepts of Measurement, what is measured, problems in Measurement Research, Validity and Reliability.Levels of Measurement: Nominal, Ordinal, Interval and ratio scales	CO3,CO4 & CO5	Lecture

Week 5	Types of Data: Primary and Secondary Questionnaire Method of Data Collection	CO3,CO4 & CO6	Lecture
Week 6	Basic Concepts: Defining the Universe, Concepts of Statistical Population. Sample,	CO1,CO2 & CO3	Lecture
Week 7	Characteristics of a good sample,	CO1,CO2 & CO3	Lecture
Week 8	Types of Sampling techniques: Probability	CO1,CO2 & CO3	Lecture
Week 9	Non- Probability Sampling.	CO1,CO2 & CO3	Lecture
Week 10	Qualities of Good Hypothesis, concepts of Null and Alternative Hypothesis	CO1,CO2 & CO3	Lecture
Week 11	MID SEM EXAM		

Week 12	Steps in testing hypothesis, Sampling Errors	CO1,CO2 & CO3	Lecture
Week 13	Concepts and Features of a Good Research Report	CO2 ,CO3 & CO4	Lecture
Week 14	Structure of Research report.	CO2 ,CO3 & CO4	Lecture
Week 15	Revision	-	-