

Course
Plan

Shivajirao Kadam Institute of Technology and Management, Indore, 452020, (M.P.)
Master of Business Administration

Course Plan

PG

Business Research Methods

Course Code	FT-208C	Session: Jan-June 2021	Semester: II
Tutor	Dr.Vardhan Choubey	Revision date :	Branch: MBA
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a. Scheme of the Semester Containing the Course

S. No	Subject Code	Subject Name	Maximum Alloted Marks					Hours/Week		Total Credits	
			Theory			Practical		Total Marks	L		P
			End Sem	Mid Sem Exam	Quiz/ Assignment	End Sem	Term Work Lab Work & Sessional				
3	FT-208C	Business Research Method	80	20	100	3	3

b. Course Overview

To to equip the students with the concept and methods of Business Research. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s) / paper (s)

Course Learning Objectives (CLOs)

The Learning Objectives of Business Research Method are such that the student will able to:

1. CLO1: To understand the basics of Introduction to Business Research Method.
2. CLO2: To explain the students the concept including tools and techniques of Business Research Method in managing business domain.
3. CLO3: To know about key issues and using problem solving tools to the analyse.
4. CLO4: Understand the Business Research view of a firm.
5. CLO5: Demonstrate detailed understanding of Business Research Method.

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d. Course Outcomes(COs)

CO1:To provide deeper knowledge and experience in applying commonly used qualitative and quantitative research methods to the research process.

CO 2: Refine research questions to meet high level research objectives/questions.

CO3: Develop data collection instrument according to the underlying theoretical framework.

CO 4: Understand the steps of conducting the business research and writing the research report.

1.

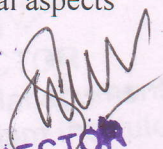
Course Outcome (CO)	CO Statement
CO.301C.1	To provide deeper knowledge and experience in applying commonly used qualitative and quantitative research methods to the research process.
CO.301C.2	Refine research questions to meet high level research objectives/questions.
CO.301C.3	Develop data collection instrument according to the underlying theoretical framework.
CO.301C.4	Understand the steps of conducting the business research and writing the research report.

Mapping Course Outcomes (COs) leading to the achievement of Program Outcomes (POs) and Program Specific Outcomes (PSOs)

(A) Program Outcomes (POs)

Management Graduates will be able to:

1. Apply knowledge of research methods and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for research based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals,


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contributing effectively to a team environment.

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	2				
CO 2					2
CO 3	2		3		
CO 4			3		

B) Program Specific Outcomes (PSOs)

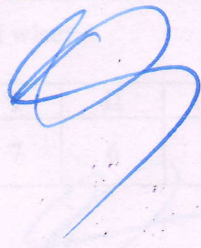
1. Developing with the objective of transforming young students into highly adept professional managers.
2. Empowers students to demonstrate the ability to innovate, the ability to execute the critical and crucial challenges in this competitive world.
3. Providing a strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing the students to customize their MBA experience.
4. Help students to explore practical applications and practices of the management concept..

Not applicable now

Enter correlation level 1, 2, 3 as defined below-

1: Slight (Low); 2: Moderate (Medium); 3: Substantial (High) and if there is no correlation, put "----".

C) Measuring Course Outcomes attained through University Examinations




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Course Code	% of students securing C grade (Grade Point 5) or more grade in Theory	Attainment Level for Theory Exams (A1)	% of students securing B grade (Grade Point 7) more grade in Practical	Attainment Level for Practical Exams (A2)	Weighted Attainment level for Theory & Practical (A1+A2)/2
CS502					

f. Topic delivery details of "Content beyond the Syllabus" for the attainment of POs and PSOs.

Sr. No.	Content Beyond syllabus to be taught	Satisfying PO	Satisfying PSO
1.			

g. Distribution of Course Work as per University Scheme

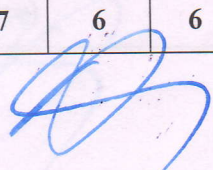
Slot / Contact Type	Ingredients (per student)	Distribution of periods @ 60min		Distribution of Marks Max. Marks As per University scheme		
		Number of hours per week	Per Semester (15 weeks)	End Sem.	Internal	
					MST/LWS	Q/A
Theory Slot	Lecture (L)	3	45	80	20	...
	Tutorial (T)	--	--			
Practical Slot	Practical Work (P)

Internal Assessments are based on scheme provided by the university.

(g.1) No. of Theory Lectures Necessary for the course: 45

(g.2) No. of Theory Lectures Unit wise:

UNIT	I	II	III	IV	V	VI	VII	TOTAL
Assigned No. of Lectures per Unit →	7	6	6	8	7	8	5	45


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h. Prerequisite(s)

The students should have a basic idea about Logistics and Supply Chain , its concepts, Strategic issues and Demand Forecasting.

i. Post Requisites

Students should be able to understand various issues of Supply Chain Management as an integral part of Management.

j. University Syllabus
Theory

Unit I
Introduction: Meaning and concept, Methods of research, Research Process, Identification and formulation of Research Problem. Exercise: Framing of Objective
Unit II
Research Design: Variables and types of variables, Review of Literature and its use, Research design and types of research designs, Need for Research, Features of a good research design, Different research design- exploratory, Descriptive, Experimental, and Survey research Exercise: Prepare a literature review
Unit III
Sampling and tool for data collection: Sample size determination, and sampling techniques, sampling error and standard error, Tools for data collection- Interviews, Questionnaire and Observations, Content analysis and Measurement scales, Techniques of Developing scales, reliability and validity of data Exercise: Development of Questionnaire, data Collection
Unit IV
Data Analysis: Hypothesis, Types and formation of hypothesis, Hypothesis testing, parametric Test(small test –t test, large sample test- z test, F test, ANOVA) and non Parametric test (Chi Square)

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Exercise: Application of data analysis technique

Unit V

Report Writing : Research report Writing, Types of reports and characteristics of a research report.

Exercise: Referenceing of the project report as per the VI Ed of APA Standards

Tutorials

- Case studies
- Quiz
- Assignments

Practicals-

k. List of Lab experiments with COs:

S. No.	Problem Statement	Mapping with CO					
		CO1	CO2	CO3	CO4	CO5	CO6

l. Lecture Plan

Lr.No	Unit No.	Topic	Sub Topic	Reference
1	Unit 1	Introduction	Meaning and concept	B.N.1
2			Methods of research	B.N.1

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3			Research Process	B.N.1
4			Identification of research problem	B.N.1
5			formulation of Research Problem	B.N.1
6			Exercise: Framing of Objective	B.N.1
7			Case Study	

LO: To understand the concept of research, research problem.

8	Unit 2	Research Design	Research Design	B.N.3
9			Variables	B.N.3
10			types of variables	B.N.3
11			Review of Literature	B.N.3
12			Use of Review of Literature	B.N.3
13			Research design	B.N.3
14			types of research designs	B.N.3
15			Need for Research	B.N.3
16			Features of a good research design	B.N.3
17			Different research design	

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18		exploratory, Descriptive, Experimental, and Survey research	B.N.3
19		Descriptive, Experimental, Survey research	B.N.3
20		Exercise: Prepare a literature review	B.N.3
21		Case Study	B.N.3

LO: Characterize the conditions necessary for Research design, Variables

22	Unit 3	Sample size determination	B.N.3
23		sampling techniques	B.N.3
24		sampling error, standard error	B.N.3
25		Tools for data collection	B.N.3
26		Interviews	B.N.3
27	Sampling and tool for data collection	Questionnaire and Observations	B.N.3
28		Content analysis and Measurement scales	B.N.3
29		Techniques of Developing scales	B.N.3
30		reliability and validity of data	B.N.3
31		Exercise: Development of Questionnaire, data Collection	B.N.3
32		Case Study	

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LO: Explain and application of Sampling and tool for data collection.

33	Unit 4	Data Analysis	Hypothesis	B.N.4
34			Types and formation of hypothesis	B.N.4
35			Hypothesis testing	B.N.4
36			Parametric Test(small test –t test, large sample test- z test, F test, ANOVA)	B.N.6
37			Non Parametric test (Chi Square)	B.N.6
38			Exercise: Application of data analysis technique	B.N.6
39			Case Study	

LO: Understand the factors of Hypothesis testing, Parametric Test(small test –t test, large sample test- z test, F test, ANOVA), Non Parametric test (Chi Square)

40	Unit 5	Report Writing	Research report Writing	B.N.7
41			Types of reports, characteristics of a research report	B.N.7
42			Exercise: Referenceing of the project report as per the VI Ed of APA Standards	B.N.7
43			Case Study	

LO : To gain the knowledge about Research report Writing

44			Revision and Test 1	
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References

Books prescribed

1. William G. Zikmund, Business Research Methods, 7th edi. Cengage Learning, India.
2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education 2008
3. K. Sachdeva, Business Research Methodology, 2008, Himalaya Pub. House
4. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI. 5th edition 2008
5. Ranjeet Kumar, Research Methods, Pearson Education 2009
6. C.R.Kothari, Research Methodology Methods and techniques, New Age International Publications, Second Revised Edition
7. Prasant Sarangi, Research Methodology, Taxman 2010
8. Bharat Jhunjhunwala, Business Statistics, S.Chand Publication .

Suggested Readings

1. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th edition, PHI Learning, 2009
2. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education, 2008.
3. Mcburney, Research Methods, 7th edition, Cengage Learning, India.
4. Deepak Chawla, Neena Sodhi, "Research Methodology and cases", Vikas Publication, New Delhi

Prepared by:

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