



**FACULTY OF MANAGEMENT STUDIES  
MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER I (One)**

**CODE 5MS01RMD1**

**Name of Subject Research Methodology**

**Teaching & Evaluation Scheme**

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Sessional	External	Total
4	0	0	4	30	70	100

**Objective** To familiarize the students with the types of business problems often Faced by corporate entities

**Prerequisite** To help the student develop insights about basic concepts of research Designs and methodology aimed at solving business problems.

**Course outline**

Sr. No.	Course Contents	Number of Hours
1	Nature and Scope of Business Research	03
2	Role of Research in Business, Information Based Decision Making and Source of Knowledge	03
3	Types of Business Research, Stages in the Business Research Process,	03
4	Basic Approaches and Terminologies used in Research	02
5	Defining Research Problem and Framing Hypothesis, Preparing a Research Plan	03
6	Research Designs, Qualitative and Quantitative Research	03
7	Primary and Secondary Methods of Data Collection	02
8	Surveys, Observation and Experimentation, Others	02
9	Measurement and Scaling, Measurement Concepts	02
10	Types of Scale, commonly used scales in Business Research	02
11	Reliability and Validity Concepts ,Reliability and Validity of Scales	04



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12	Designing Instrument for data collection	02
13	Testing the instrument, Sampling Concepts, methods, procedure and sample size decisions	04
14	Introduction to Bi-variate and Multivariate Analysis	03
15	Preparing Data for Analysis – Editing and Coding	03
16	Descriptive Statistics – Tabulation and Graphical Representation	03
17	Research Report Writing, Communication the research results	04
18	Data Transformation, Hypothesis Testing – Meaning, Choosing Appropriate Statistical Techniques of single and two population	05
19	ANOVA Analysis ( Only One Way)	03
20	Hypothesis testing for categorical data (chi-square)	04
	<b>Total Hours</b>	<b>60</b>

### Learning Outcomes

**Theoretical Outcome** Identifying the Problem, Preparing the Research Proposal of a Firm

**Practical Outcome** can solve the different types of business problems often Faced by corporate entities

### Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation.

### Books Recommended

1. **'Business Research Methods'** by Donald R Cooper and Pamela S Schindler, Tata McGraw Hill Publishing Company Ltd.
2. **'Research Methodology'** by D K Bhattacharyya, Excel Books
3. **'Business Research Methods'** by Zikmund William, Thomson
4. **'Business Research Methods'** by Bryman Alan, Oxford University Press

### E-Resources

1. <http://ebookbrowse.com/re/research-methodology-study-material>
2. <http://www.studyblue.com/notes/note/n/chapter-2-powerpoint-research-methodspt/file/430558>