17MB108 BUSINESS RESEARCH METHODS

Course Objective:
Business research is a systematic enquiry whose objective is to provide information to solve managerial problems. This course is an introduction on how to do business research with an emphasis on applied problem solving. It has a major emphasis on applied problem-solving strategies and communication skills.

Course outcomes:
Upon completion of this course you should able to:
- Understand the steps in conducting research and survey methods of data collection. Understand the meaning and importance of questionnaire and sampling.
- Understand the concepts of Correlation, Regression and Multiple Regression analysis.
- Understand the concepts of testing Quantitative data using Statistical inference.
- Understand the concepts analyzing Qualitative data and effective way of Report preparation.

UNIT - I

Business Research and Sources of Data: Business Research: Introduction, Difference between Basic and Applied research, Business Research Process Design, Types of research: Exploratory Research, Descriptive Research.

Sources of Data: Secondary Data Sources, Survey methods of data collection.

UNIT - II

Questionnaire design and Sampling: Questionnaire: Introduction, Questionnaire design process- Pre-Construction Phase, Construction Phase, Post-Construction Phase.

Sampling: Introduction, Random Sampling methods: Simple random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling, Multi Stage Sampling. Non-Random Sampling: Quota sampling, Convenience Sampling, Judgment Sampling.

UNIT - III

Correlation and Linear Regression: Correlation, Karl Pearson's Coefficient of Correlation, Introduction to Simple Linear Regression, Determining the equation of a Regression line, Multiple Regression model, Multiple Regression Model with two independent variables.

UNIT - IV

Hypothesis Testing: Introduction to Hypothesis testing, Hypothesis testing procedure, Two-tailed and One-tailed tests of hypothesis, Type and Type –II errors, Hypothesis testing for single mean, Two Population means using t-test, Hypothesis testing with z Statistic for the difference

in the means of two populations, and two proportions, Statistical Inference about the difference between the means of two related Populations.

UNIT - V

Hypothesis Testing for Categorical Data and Report Writing: Introduction, Defining Chi-square statistic, Conditions for applying x^2 test, x^2 Goodness of fit, x^2 test of independence. Analysis of variance, Completely Randomized Design (ONE-WAY ANOVA), Randomized Block Design (TWO-WAY ANOVA), Introduction to Report Writing, Organization of the Writing Report.

Skill Development:

(*These activities are only indicative; the Faculty member can innovate*)

1. Choose an area of interest, review a minimum of 4 literature on the same and formulate a topic for prospective research.
2. For a given topic – collect data through primary and secondary sources.
3. For a given data, analyze data using various statistical tools.
4. For a given case study, prepare a research report in the required format.

TEXT BOOK:

1. Business Research Methods, Navel Bajpai, Pearsons.

REFERENCE BOOKS:

1. Business Research Methods 8e – Zikmund et al, Cengage Learning.
2. Business Research Methods - Donald R. Cooper, Pamela S. Schindler, Tata McGraw-Hill.
3. Statistics for Business and Economics, Anderson et al, 9e, Cengage Learning