



**1. Learning Outcomes:**

<b>Learning Outcome Component</b>	<b>Learning Outcome</b>
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Familiarize the students with the varied problems often faced by Business Organizations</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Understand the importance of systematic approach to problem solving</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Gain exposure to globally accepted theories and methodologies of conducting business research</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Understanding the crucial aspects of effective communication and interpretation of research findings.</li> </ul>

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

**3. Course Contents:**

<b>Module No</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>70 Marks (External Evaluation)</b>
I	<p><b>Business Research Fundamentals:</b> Defining Business Research, Concept of Basic and Applied Research, Steps of Decision Making</p> <p><b>Business Research Process - I:</b> Steps of Business Research, Research Design (Exploratory, Descriptive, Causal)</p>	6	14
II	<p><b>Business Research Process - II:</b> Scaling: Types of Scales, Validity &amp; Reliability</p> <p>Data Collection: Sources (Primary and Secondary), Survey and Observation, Questionnaire Designing</p> <p>Sampling Designs: Meaning and Methods of Random and Non-Random sampling</p>	10	21
III	<p><b>Hypothesis &amp; Data Analysis:</b> Hypothesis: Meaning, Types, Procedure, Types of Error.</p> <p><b>Data Analysis:</b></p> <ul style="list-style-type: none"> <li>- Univariate Data Analysis               <ul style="list-style-type: none"> <li>o Comparing observed data with standard / expected                   <ul style="list-style-type: none"> <li>▪ Parametric – T test</li> <li>▪ Non-parametric – Runs, One Way Chi-Square</li> </ul> </li> </ul> </li> <li>- Bivariate Data Analysis               <ul style="list-style-type: none"> <li>o Difference between variables</li> </ul> </li> </ul>	15	21



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With effective  
from academic  
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	<ul style="list-style-type: none"> <li>▪ Parametric - T-test (independent &amp; paired)</li> <li>▪ Non-parametric – Mann-Whitney U test</li> <li>○ Analysis of Variance <ul style="list-style-type: none"> <li>▪ Parametric – One Way ANOVA,</li> <li>▪ Non-parametric – Kruskal Wallis.</li> </ul> </li> </ul>		
IV	<b>Research Writing:</b> <ul style="list-style-type: none"> <li>- Research Proposal</li> <li>- Review of Literature</li> <li>- Research Report</li> </ul>	9	14
V	<b>Application:</b> 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.	-----	<b>(50 Marks of CEC Internal Evaluation)</b>

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

The Subject Should Be Taught Right From The First Topic With The Use Of Actual Research Problem & Data And Analyzing The Same Through Use Of Statistical Software.

#### 5. Evaluation: Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
<b>A</b>	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



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## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naval Bajpai	Business Research Methods	Pearson	Latest Edition
2	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest Edition
3	Naresh Malhotra & Satyabhusan Das	Marketing Research: An Applied Orientation	Pearson	Latest Edition
4	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest Edition
5	D K Bhattacharyya	Research Methodology	Excel Books	Latest Edition
6	Bryman Alan	Business Research Methods	Oxford University Press	Latest Edition
7	Panneerselvam R	Business Research Methods	John Wiley and Sons	Latest Edition
8	J K Sachdeva	Business Research Methodology	Himalaya Publication	Latest Edition
9	Adithan Bhujange	Research Methodology for Management and social Science	Excel Books	Latest Edition

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.

## 7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Journal of Indian Business Research
2. International Journal of Statistics and Analysis
3. Sankhya – Indian Journal of Statistics
4. Economic Times
5. Financial Express
6. Business Standard
7. Economic & Political Weekly
8. Vikalpa

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