



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Master of Business Administration

Semester: 2

Branch: International Business

Subject Name: Research Methodology and Applied Statistics

Subject Code: 2529302

Rationale: A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. Research Methodology enables businesses to understand their target customers' preferences better, purchasing patterns, pain concerns, and demographics. Business Research also gives companies a complete understanding of their target markets, trending, and market demand.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To develop understanding of fundamental concepts of Research Methodology
CO2	To apply systematic process for Scaling, Data Collection and Sampling Design for Social Science research
CO3	To statistically analyze collected data with the help of various methods of hypothesis testing
CO4	To evaluate components of ideal Research Proposal and Report writing

Course Content:

Unit No.	Content	No. of Hours	Marks
1	<p>Business Research Fundamentals: Defining Business Research, Concept of Basic and Applied Research, Steps of Decision Making, Steps of Business Research</p> <p>Review of Literature: Meaning and Need of Review of Literature, Importance and Steps of Review of Literature, Methods of Literature Review, Advanced tools of RoL.</p>	7	14
2	<p>Business Research Process: Research Design (Exploratory, Descriptive, Causal) Scaling: Types of Scales, Validity & 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>	11	21
3	<p>Descriptive Statistics: (With the help of software) Measurement of central tendency- Mean, Median, Mode Measurement of Dispersion- Range, Mean Deviation,</p>	15	21



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	Standard Deviation, Variance & Coefficient of Variation Graphical representation: Bar and Pi Charts Hypothesis Testing: Meaning of Hypothesis, Types, Procedure and Types of Error. Data Analysis-1: - Univariate Data Analysis Parametric – T test Non-parametric – Runs, One Way Chi-Square - Bivariate Data Analysis Parametric - T-test (independent & paired) Non-parametric – Mann-Whitney U test		
4	Data Analysis-2 Analysis of Variance: Parametric – One Way ANOVA Non-parametric – Kruskal Wallis. Research Proposal and Report Writing: - Components of Research Proposal - Research Report Writing	7	14
Total Hours/Marks:			40/70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	5	0	7	7	0	0	0	14
II	Module-2	15	0	6	8	7	0	0	21
III	Module-3	15	0	6	7	8	0	0	21
IV	Module-4	5	0	0	0	0	14	0	14
	Total	40	0	19	21	15	14	0	70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
<ul style="list-style-type: none"> Public Presentation in a group of students 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 	30 marks



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from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.	
• Class Presence & Participation	10 marks
• Quiz & Assignments	10 marks

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Research Methods	Naval Bajpai	Pearson, Latest
2	Research methods for business: A skill building approach	Uma Sekaran	Wiley India, Latest
3	Marketing Research: An Applied Orientation	Naresh Malhotra & Satyabhusan Das	Pearson, Latest
4	Business Research Methods	Donald R Cooper and Pamela S Schindler	Tata McGraw Hill Publishing Co. Ltd.
5	Research Methodology	D K Bhattacharyya	Excel Books
6	Business Research Methods	Bryman Alan	Oxford University Press
7	Business Research Methods	Panneerselvam R	John Wiley and Sons
8	Business Research Methodology	J K Sachdeva	Himalaya Publication

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

1. The Chartered Accountant
2. The Chartered Secretary
3. Indian Journal of Accounting
4. Indian Journal of Finance
5. Business India / Business Today / Business World
6. Business Standard/Economic Times/Financial Times/ Financial Express