



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 3<sup>rd</sup> Semester

Subject Name: Research Methodology (RM)

Subject Code: 4539903

With effective  
from academic  
year 2019-20

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>Familiarize the students with the types of 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:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Business Research Fundamentals:</b> Research – meaning and types of business research – basic, applied, comparative, absolute, problem solving, problem identifying, qualitative, quantitative, characteristics of good research. Hypothesis, Types of hypothesis – Descriptive, Relational – Correlational and Causal, null and alternate. Brief Introduction to Business Research Process	10	17
II	<b>Steps in Business Research Process - I:</b> 1. Problem Identification / Problem statement 2. Review of Literature (including citation and bibliography / references). 3. Research Questions & Research Objectives 4. Hypothesis formulation <b>5. Research Design:</b> <b>Exploratory Research Design:</b> Difference between Qualitative and Quantitative Research. <i>Qualitative Research:</i> Observation, Focus Group, Depth Interview, Projective Techniques.	10	18
III	<b>Conclusive Research Design:</b> <i>Quantitative Research:</i> Descriptive research – survey, survey methods. Causal research – Experimentation – labs v/s	10	18



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	field experiments, with and without control, before and after.  <b>Steps in Business Research Process - II:</b> 6. Sampling Design – Probabilistic and non-probabilistic sampling. 7. Sources of data – primary and secondary Measurement and Scaling. Validity and reliability. Questionnaire designing.		
IV	<b>Steps in Business Research Process - III:</b> 8. Data Preparation – preliminary questionnaire screening, editing, coding and data entry (using statistical software). 9. Research Writing: - Research Proposal Synopsis, Research Report	10	17
V	<b>Practical:</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.	---	(30 marks CEC)

#### 4. Pedagogy:

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

#### 5. Evaluation:

Students shall be evaluated on the following components:

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

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Naval Bajpai	Business Research Methods	Pearson	Latest
2	Naresh Malhotra and Satyabhusan Dash	Marketing Research – An applied orientation	Pearson	Latest
3	Donald R. Cooper and Pamela S.	Business Research Methods	TMH	Latest



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	Schindler			
4	Zikmund Willium	Business Research Methods	Thomson	Latest
5	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest
6	Panneerselvam R.	Business Research Methods	John Wiley and Sons	Latest
7	D. K. Bhattacharyya	Research Methodology	Excel	Latest
8	J. K. Sachdeva	Business Research Methodology	Himalaya	Latest
9	Adithan Bhujange	Research Methodology for Management and social Science	Excel	Latest
10	Alan Bryman	Business Research Methods	Oxford University Press	Latest

**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