



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 3rd Semester

Subject Name: Research Methodology

Subject Code: 5539903

With effective
from academic
year 2022-23

1. Learning Outcome:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Propose appropriate research designs and methodologies to apply to a specific research project in a business function. Determine the relevance of research tools and techniques for analyzing and evaluating research problems.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Develop a comprehensive research methodology for a given research question. Analyze qualitative and quantitative data as a part of a defined research project.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Evaluate literature for a given research problem from the global and national perspectives.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Prioritize ethical research practices in conducting a research study.
Effective Communication (EC)	<ul style="list-style-type: none"> Justify the chosen research orientation and methodology for a given research problem.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Construct an effective research proposal for a given study in a management function

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 5539903	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Propose appropriate research designs and methodologies to apply to a specific research project in a business function.	3	2	2	2	-	-	-	-	2
LO2: Determine the relevance of research tools and techniques for analyzing and evaluating research problems.	3	2	3	2	1	-	-	1	2
LO3: Develop a comprehensive research methodology for a given research question.	2	2	2	1	-	1	-	1	2
LO4: Analyze qualitative and quantitative data as a part of a defined research project.	3	2	3	1	-	-	-	1	2



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LO5: Evaluate literature from or a given research problem from the global and national perspectives.	1	1	-	1	3	1	1	1	1
LO6: Prioritize ethical research practices in conducting a research study.	-	1	-	-	-	1	3	1	2
LO7: Justify the chosen research orientation and methodology for a given research problem.	1	1	1	-	-	-	-	1	2
LO8: Construct an effective research proposal for a given study in a management function.	2	2	1	2	-	1	-	1	1

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	Business Research Fundamentals: <ul style="list-style-type: none"> • 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	Steps in Business Research Process - I: <ol style="list-style-type: none"> 1. Problem Identification / Problem statement 2. Review of Literature (including citation and bibliography / references). 3. Research Questions & Research Objectives 4. Hypothesis formulation 5. Research Design: <ul style="list-style-type: none"> • Exploratory Research Design: • Difference between Qualitative and • Quantitative Research. • Qualitative Research: • Observation, Focus Group, Depth Interview, Projective Techniques. 	10	18



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III	Conclusive Research Design: <u>Quantitative Research:</u> <ul style="list-style-type: none">• Descriptive research – survey, survey methods.• Causal research – Experimentation – labs v/s• Field experiments, with and without control, before and after. Steps in Business Research Process - II: 6. Sampling Design – Probabilistic and non-probabilistic sampling. 7. Sources of data – primary and secondary Measurement and Scaling. Validity and reliability. Questionnaire designing.	10	18
IV	Steps in Business Research Process - III: 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	Practical: Groups comprising of a maximum of two students may be formed. They may work on a Minor Research Project on the areas 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 have to submit a Report of the work done. Indicative areas of research (but not restricted to) could be : (Marketing) <ul style="list-style-type: none">• Consumer buying behavior in Organization• Service Quality Level of Service organization• Identifying customer needs and Preferences for an industrial product (HRM)• Manpower related data for improving the HR process• Industry data for benchmarking in HR practices (Economics and Finance) <ul style="list-style-type: none">• Study of Macro Economic/Finance Data• Primary study on BFSI Issues		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:



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

5. 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. Schindler	Business Research Methods	TMH	Latest
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