



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094021

Course / Subject Name : Research for Entrepreneurs

W. e. f. Academic Year	2025-26
Semester	1
Category of Subject	Core Course (CC)

Prerequisite:	Not required
Rationale:	The subject <i>Research Methods for Entrepreneurs</i> equips students with essential tools to validate business ideas, analyze markets, and make informed, data-driven decisions. In today's dynamic environment, entrepreneurs face high uncertainty and competition. This course helps them identify real opportunities, assess customer needs, test assumptions, and reduce risk through structured inquiry. By integrating qualitative and quantitative methods, students learn to build credible, research-backed business models that appeal to investors and align with market realities. It fosters analytical thinking, innovation, and strategic planning—core skills for entrepreneurial success.

Course Outcomes:

No.	Course Outcomes	RBT Level
CO1	To develop understanding of fundamental concepts of Research Methodology	Understand
CO2	To apply systematic process for identifying appropriate Research Methodology for Business Research	Apply
CO3	To analyse collected data with the help of various tools and techniques	Analyse

Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH		C	Theory		Tutorial / Practical		
					ESE (E)		PA (M)	PA (I)	PBL (I)	ESE (V)	
30	0	30	30	90	3	30	20	20	30	0	100

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Content:



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Unit No.	Content	No. of Hours	Marks
1	Introduction to Research in Entrepreneurship: Meaning, nature, and scope of research in entrepreneurship, Types of business and entrepreneurial research design (exploratory, descriptive, causal), Role of research in opportunity recognition, Importance of Review of Literature and steps, market validation, and product/service development Research Process and Design: Research problem identification in startups, Problem statement, objectives, Sources of primary and secondary data	15	25
2	Data Collection in Entrepreneurial Contexts Sources of primary and secondary data, Tools and techniques: survey, interviews, focus groups, Questionnaire design for entrepreneurial insights Data Analysis for Entrepreneurs: Univariate and Bivariate analysis, Data visualization techniques for startups (charts, graphs, dashboards), Components of a research report, writing research proposals for funding (Startup India, SSIP, etc.), Report writing	15	25
3	Practical: The budding entrepreneurs have to validate their concept/business Idea by following scientific research methodology for desired startup idea.	30+30	PA(I) + PBL* (I) assessment
Total		90	

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	30	40	30	0	0

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication House
1	Business Research Methods	Naval Bajpai	Pearson



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2	Research methods for business: A skill building approach	Uma Sekaran	Wiley India
3	Marketing Research: An Applied Orientation	Naresh Malhotra & Satyabhusan Das	Pearson
4	Business Research Methods	Donald R Cooper and Pamela S Schindler	Tata McGraw Hill Publishing Co. Ltd.

CO-PO Mapping

Semeste-1	Research for Entrepreneurs				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	1	3	-	2
CO2	1	3	1	1	-
CO3	3	2	2	1	1