



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB02092011

Course / Subject Name : Research Methodology

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course (CC)

Prerequisite:	Any Graduate
Rationale:	Studying the Research Methodology will equip individual with fundamental tools and techniques to conduct systematic research. It improves critical thinking, gives clarity to communicate the findings based on logical interpretations, ultimately helps in business decision making.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Develop the understanding about Research, its Methods & Process for applying in Business functions	Understand, Application
02	Analyze the literature in global and national context and propose the research design in varied research problems of business	Analyze, Application
03	Analyze various quantitative and qualitative data for domestic as well global business projects	Analyze, Evaluation
04	Evaluate varied data sources & Validate the Research Instrument for underlying Research problem of business project	Evaluation, Create
05	Construct the Research Proposal for business functions	Remember, Create

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Module No:	Module Content	No. of Hours	% of Weightage
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I	Introduction to Research: Nature and Scope, Problem Formulation and Statement of Research Objectives. Research Process & Research Designs - Exploratory, Descriptive and causal Research designs, Quantitative and qualitative research, characteristics of good research. Brief Introduction to Business Research Process.	10	20
II	Steps in Business Research Process - I: 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 Exploratory Research Design: Qualitative Research: Observation, Focus Group, Depth Interview, Projective Techniques.	11	25
III	Conclusive Research Design: <u>Quantitative Research:</u> 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.	12	30
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	12	25
V	Practical: 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.	15	NIL
TOTAL		60	100



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	20%	20%	20%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) 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 William	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.

(b) 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



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4. Economic Times
5. Financial Express
6. Business Standard
7. Economic & Political Weekly
8. Vikalpa

CO- PO Mapping:

Semester 2	Research Methodology				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	-	2	2	3
CO2	2	3	3	2	2
CO3	1	2	2	3	3
CO4	-	2	2	3	-
CO5	2	1	3	2	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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