



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 1

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Research Methods For Entrepreneurs

Subject Code: N2519403

Rationale:

Research is a systematic process of collecting and analysing information in order to increase our understanding of the problem/opportunity lies in the Business. It is an investigation for proof of start-up concept and helps in idea validation to the budding entrepreneur. Research is a scientific and systematic search for pertinent information on a specific idea/problem/topic. In fact, research is an art of scientific investigation.

Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory		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 identifying appropriate Research Methodology for Business Research
CO3	To analyze collected data with the help of various tools and techniques
CO4	To evaluate components of ideal Research Proposal and Report

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Business Research Fundamentals: - What is research? - Types of business research Business Research Processes - Problem identification, problem statement - Research questions/ objectives - Hypothesis formulation	8	14
2	Research Methodology : Research design (Exploratory, Descriptive, Causal), Sampling designs, Scaling (Types of data, Types of scales, Validity & reliability),	15	21
3	Data Collection: Sources, Methods (Qualitative & Quantitative), Tools (Includes Questionnaire designing). Data Analysis & Interpretation: Univariate Data Analysis, Bivariate Data Analysis, Types of Hypotheses (Only Theory)	15	21



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4	Research Writing and Inferences: Research Proposal - Review of Literature - Research Report - Citations & Bibliography	7	14
5	Practical Work/Presentation: The budding entrepreneurs have to validate their concept/business Idea by following scientific steps of Research Methodology	-	
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	Research Fundamentals & Process	8	0	14	0	0	0	0	14
II	Research Methodology	15	0	7	14	0	0	0	21
III	Data Collection & Analysis	15	0	0	7	14	0	0	21
IV	Research Writing and Inferences	7	0	0	0	4	10	0	14
Total				21	21	18	10		70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyse, 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.

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
<ul style="list-style-type: none"> Public Presentation on the business idea validation with the fundamentals of RM 	30 marks
<ul style="list-style-type: none"> Report on Appropriate use of Research Methodology for Proof of Concept by using tools and technique 	20 marks



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Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Research Methods	Naval Bajpai	Pearson
2	Business Research Methods	Donald R Cooper and Pamela S Schindler	Tata McGraw Hill Publishing
3	Marketing Research: An Applied Orientation	Naresh Malhotra & Satyabhusan Das	Pearson
4	Marketing Reserach	Debashis Pati	University Press (India) Private Ltd.
5	Research methods for business: A skill building approach	Uma Sekaran	Wiley India

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.