



## TEACHING PLAN: BUSINESS RESEARCH METHODS

<b>SCHOOL: Alabbar School of Management</b>		<b>ACADEMIC SESSION: 2022-2023</b>		<b>FOR STUDENTS' BATCH: 2021-2024 SEM-IV</b>			
<b>1</b>	<b>Course code</b>	<b>MGTB-406</b>					
<b>2</b>	<b>Course Title</b>	<b>Business Research Methods</b>					
<b>3</b>	<b>Credits</b>	<b>4</b>					
<b>4</b>	<b>Learning Hours</b>	<b>Contact Hours</b>			<b>60</b>		
		<b>Assessment</b>			<b>20</b>		
		<b>Guided Study</b>			<b>20</b>		
		<b>Total hours</b>			<b>100</b>		
<b>5</b>	<b>Course Objective</b>	Any body of knowledge cannot develop without the underlying research. This module introduces the fundamentals of research, its process, and the way in which findings of a research initiative is presented and reported. It exposes the students to the various statistical tools being used to analyse data and draw inferences.					
<b>6</b>	<b>Course Outcomes</b>	CO1: Understand basic concept of business research. CO2: Understand the sampling techniques and various methods of data collections. CO3: Understand the basic statistical concept and parametric test. CO4: Understand the non-parametric test CO5: Understand the structure of report writing format.					
<b>7</b>	<b>Outline syllabus:</b>						
<b>7.01</b>	<b>Paper Code</b>	<b>Unit</b>	<b>Introduction</b>	<b>Reference Number</b>	<b>Teaching Methods</b>		
<b>7.02</b>	<b>MGTB-406</b>	<b>Unit-1</b>	(a) Research: Meaning, types & process. Research methods versus methodology, Research problem & Research design. <a href="https://www.digimat.in/nptel/courses/video/121106007/L01.html">https://www.digimat.in/nptel/courses/video/121106007/L01.html</a> <a href="https://www.youtube.com/watch?v=2y6GnKDUHg">https://www.youtube.com/watch?v=2y6GnKDUHg</a> <a href="https://leverageedu.com/blog/research-design/">https://leverageedu.com/blog/research-design/</a>	TB1 01-46	White Board & PPT		
			(b) Basic concepts of research- variables, hypothesis & its types, sample & population, <a href="https://www.youtube.com/watch?v=bpKarwfDRik">https://www.youtube.com/watch?v=bpKarwfDRik</a>			TB1 179-206	White Board & PPT
			(c) Parameter & statistic, type-I & type-II errors, one tailed and two tailed testing of hypothesis. <a href="https://onlinecourses.nptel.ac.in/noc22_bt06/preview">https://onlinecourses.nptel.ac.in/noc22_bt06/preview</a>			TB1 148-170	White Board & PPT
<b>7.03</b>	<b>MGTB-406</b>	<b>Unit II</b>	(a) Sampling: Meaning, types and techniques of sampling. Types of data: Primary & secondary data. Methods of data collection <a href="https://www.youtube.com/watch?v=X2BK7H2RgBw">https://www.youtube.com/watch?v=X2BK7H2RgBw</a> <a href="https://www.youtube.com/watch?v=X2BK7H2RgBw">https://www.youtube.com/watch?v=X2BK7H2RgBw</a>	TB1 52-58 89-109	White Board & PPT		
			(b) Interview-structured and unstructured, questionnaire & interview schedule <a href="https://www.youtube.com/watch?v=m5WjXNnqKU">https://www.youtube.com/watch?v=m5WjXNnqKU</a>	TB1 100-102	White Board & PPT		

		(c)	Observation-participative and non-participative, Delphi method, focus group, depth interview and survey method <a href="https://www.youtube.com/watch?v=9QhO1MgP2oA">https://www.youtube.com/watch?v=9QhO1MgP2oA</a>	TB1 103-108	White Board & PPT
7.04	MGTB-406 Unit III	(a)	Measures of central tendency- mean, median & mode, Measures of Variability <a href="https://www.youtube.com/watch?v=vEK-ZZfhhjc">https://www.youtube.com/watch?v=vEK-ZZfhhjc</a>	TB1 129-131	White Board & PPT
		(b)	Average Deviation, Standard Deviation & Quartile Deviation, <a href="https://www.youtube.com/watch?v=1MiT06JFNo4">https://www.youtube.com/watch?v=1MiT06JFNo4</a>	TB1 132-133	White Board & PPT
		(c)	Skewness & Kurtosis. Testing of Hypothesis-I: One tailed and two tailed Parametric Test- z-test and t-test <a href="https://www.youtube.com/watch?v=zmyh7nCjmsg">https://www.youtube.com/watch?v=zmyh7nCjmsg</a>	TB1 134-140	White Board & PPT
7.05	MGTB-406 Unit IV	(a)	Testing of Hypothesis-II: Non-Parametric Tests- Sign Test, Median Test <a href="https://www.youtube.com/watch?v=_JmGaWOSPmY">https://www.youtube.com/watch?v=_JmGaWOSPmY</a>	TB1 290-309	White Board & PPT
		(b)	Chi-Square Test, Mann-Whitney U Test, Run Test for Randomness <a href="https://www.youtube.com/watch?v=_JmGaWOSPmY">https://www.youtube.com/watch?v=_JmGaWOSPmY</a>	TB1 235-247 297-301	White Board & PPT
		(c)	Analysis of Variance- One Way and Two Way <a href="https://www.youtube.com/watch?v=rQjyUQcFo0">https://www.youtube.com/watch?v=rQjyUQcFo0</a>	TB1 261-281	White Board & PPT
7.06	MGTB-406 Unit V	(a)	Steps of writing research report, Report Layout: Preliminary pages <a href="https://www.youtube.com/watch?v=p9DRvyKWLXE">https://www.youtube.com/watch?v=p9DRvyKWLXE</a>	TB1 410-411	White Board & PPT
		(b)	Main text, End matter, Mechanics of writing research report <a href="https://www.youtube.com/watch?v=Xp2PVO3do34">https://www.youtube.com/watch?v=Xp2PVO3do34</a>	TB1 411-18	White Board & PPT
		(c)	Bibliography and references format, Precautions in writing research report. <a href="https://www.youtube.com/watch?v=W4WHYdr9jQ">https://www.youtube.com/watch?v=W4WHYdr9jQ</a>	TB1 419-422	White Board & PPT
<b>8</b>	<b>Course Evaluation</b>				
<b>8.1</b>	<b>CA: 40%</b>				
<b>8.1.1</b>	<b>Attendance</b>	5%			
<b>8.1.2</b>	<b>Assignment</b>	20%			
<b>(a)</b>	<b>Theory</b>	15%			
<b>(b)</b>	<b>Presentation</b>	5%			
<b>8.1.3</b>	<b>Class Test</b>	15%			
<b>8.1.4</b>	<b>Any other</b>	--			
<b>8.2</b>	<b>MTE</b>	20%			
<b>8.3</b>	<b>End-term examination: 40%</b>				
<b>9</b>	<b>Text Books &amp; References</b>				
<b>9.1</b>	<b>Text book</b>	TB1: Kothari, C. R., Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2 <sup>nd</sup> Edition			

<b>9.2</b>	<b>References</b>	RB1:R. Panneerselvam, Research methodology, PHI Learning Pvt. Ltd
<b>9.3</b>	<b>Video References</b>	<a href="https://www.digimat.in/nptel/courses/video/121106007/L01.html">https://www.digimat.in/nptel/courses/video/121106007/L01.html</a> <a href="https://www.youtube.com/watch?v=2y-6GnKDUHg">https://www.youtube.com/watch?v=2y-6GnKDUHg</a> <a href="https://leverageedu.com/blog/research-design/">https://leverageedu.com/blog/research-design/</a> <a href="https://www.youtube.com/watch?v=bpKarwfDRik">https://www.youtube.com/watch?v=bpKarwfDRik</a> <a href="https://onlinecourses.nptel.ac.in/noc22_bt06/preview">https://onlinecourses.nptel.ac.in/noc22_bt06/preview</a> <a href="https://www.youtube.com/watch?v=X2BK7H2RgBw">https://www.youtube.com/watch?v=X2BK7H2RgBw</a> <a href="https://www.youtube.com/watch?v=X2BK7H2RgBw">https://www.youtube.com/watch?v=X2BK7H2RgBw</a> <a href="https://www.youtube.com/watch?v=m5WjXNnqKtU">https://www.youtube.com/watch?v=m5WjXNnqKtU</a> <a href="https://www.youtube.com/watch?v=9QhO1MgP2oA">https://www.youtube.com/watch?v=9QhO1MgP2oA</a> <a href="https://www.youtube.com/watch?v=vEK-ZZfhhjc">https://www.youtube.com/watch?v=vEK-ZZfhhjc</a> <a href="https://www.youtube.com/watch?v=1MiT06JFNo4">https://www.youtube.com/watch?v=1MiT06JFNo4</a> <a href="https://www.youtube.com/watch?v=zmyh7nCjmsg">https://www.youtube.com/watch?v=zmyh7nCjmsg</a> <a href="https://www.youtube.com/watch?v=_JmGaWOSPmY">https://www.youtube.com/watch?v=_JmGaWOSPmY</a> <a href="https://www.youtube.com/watch?v=-rQjyUQcFo0">https://www.youtube.com/watch?v=-rQjyUQcFo0</a> <a href="https://www.youtube.com/watch?v=Xp2PVO3do34">https://www.youtube.com/watch?v=Xp2PVO3do34</a> <a href="https://www.youtube.com/watch?v=W4WHYdr9jLQ">https://www.youtube.com/watch?v=W4WHYdr9jLQ</a>

### Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

### Question Bank

#### Unit-1

- Briefly describe the different steps involved in a research process. (10)
- What do you mean by research? Explain its significance in modern times. (10)
- Distinguish between research methods and research methodology. (10)

4. Describe the different types of research, clearly pointing out the different between an experiment and a survey. (10)
5. “Empirical research in India in particular creates so many problems for the researchers”. State the problems that are usually faced by such researchers. (10)
6. “Research is much concerned with proper fact finding, analysis and evaluation.” Do you agree with this statement? Give reasons in support of your answer. (10)
7. Explain the meaning and significance of a research design. (10)
8. Describe some of the important research design used in experimental hypothesis testing research study. (10)
9. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why? (10)
10. What is research design? Discuss the basis of stratification to be employed in sampling public opinion on inflation. (10)
11. What are the different types of variables? (5)
12. State the difference between Questionnaire and Interview Schedule. (10)
13. What are the different types of Questionnaires? (10)
14. Explain the features of a good hypothesis. (5)
15. Explain the types of hypothesis. (5)
16. Hypothesis testing. (5)

## **Unit-2**

17. What do you mean by ‘Sample Design’? What points should be taken into consideration by a researcher in developing a sample design for this research project. (10)
18. How will you optimize sampling and non-sampling errors? (10)
19. Describe qualitative and quantitative measures with example. (10)
20. Discuss the four types of measurement scales. (5)
21. Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain merits and demerits. (10)
22. Clearly explain the difference between collection of data through questionnaires and schedules. (10)
23. What is sampling and what is the need of the same? (5)
24. What are the characteristics of a good sample? (5)
25. Probabilistic and non-probabilistic sampling. (5)
26. What are the advantages of primary and secondary data? (5)
27. Elaborate interview as a method of collecting data. (5)
28. What are the types of observational data collection methods? (5)

29. What are the advantages and disadvantages of survey method of data collection? (10)
30. What are the limitations of a questionnaire? (5)
31. How can questionnaire be classified? (5)

### **Unit-3**

32. When is median preferred over mean to represent a set of values? Give example. (10)
33. Explain the usage of mode by giving example. (10)
34. Explain the requirement of a measure of dispersion. (10)
35. Which one is the most preferred measure of dispersion and why? (10)
36. Write short notes on skewness and kurtosis of a data set. (10)
37. Write short notes on geometric mean and harmonic mean of a data set. (10)
38. Why correlation coefficient is better than covariance as a measure of relationship between two variables. (10)
39. What are the characteristics of hypothesis? (5)
40. What is null hypothesis and alternative hypothesis? (5)
41. Explain Level of Significance. (5)
42. Explain the meaning and significance of the concept of “Standard Error” in sampling analysis.
43. Describe briefly the commonly used sampling distributions. (5)
44. Write an essay on statistical estimation. (5)

### **Unit-4**

45. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps. (10)
46. What do you mean by the power of a hypothesis test? How can it be measured? Describe and illustrate by an example. (10)
47. Briefly describe the important parametric tests used in context of testing hypotheses. How such tests differ from non-parametric tests? Explain. (10)
48. What is a hypothesis? What characteristics it must possess in order to be a good research hypothesis? (10)
49. Explain editing and tabulation of data. (5)
50. Explain types of data analysis techniques. (5)
51. What are the essentials of data interpretation? (5)
52. Significance of Z distribution (5)
53. Define the Testing of Hypothesis-II: Non-Parametric Tests- Sign Test, Median Test (10)
54. What is Chi-square test (5)
55. Define the ANOVA test (5)

56. Explain the t-test (5)

### **Unit-5**

57. What are the functions of a report? (5)

58. What are the essential of a good report? (10)

59. How is a research report structured? (10)

60. What are the various types of research reports? (10)

61. Relevance of ethics and report writing. (5)

62. Steps of writing research report. (5)

63. Report Layout: Preliminary pages (5)

64. Bibliography (5)

65. References format, Precautions in writing research report. (10)

### **PROJECTS (To be given to group of students)**

---

1. Writing the research paper
2. Practical work on software as SPSS and Excel