

JSS Science and Technology University, Mysuru		
Course Code	Course Title	Teaching Hours
	Business Research Methodology	
COURSE ASSESSMENT METHOD:		
<ul style="list-style-type: none"> • Internal Assessment Marks: 50 • Semester End Exam [100 Marks, 3 Hours] 		
COURSE OUTCOMES:		
<p>Upon successful completion of this course, the Research scholar will be able to,</p> <p>CO1: Fully appreciate various Research Methods in Management CO2 : Appreciate different research designs CO3: Appreciate Multidisciplinary Requirement for completely appreciate the phenomena of Management CO4 : Identify his or her interest paradigm of research</p>		
Unit-1 Introduction		
<p>Meaning, types, criteria of good research, marketing research, scientific approach to research in physical and management science, limitations of applying scientific methods in business research problems, ethical issues in business research.</p>		
Unit-2 Business Research		
<p>An overview - Research process, problem formulation, management problem v/s. research problem, Steps involved in preparing business research plan/proposal</p>		
Unit-3 Business Research Design		
<p>Business Research Design: Exploratory, Descriptive, & Causal research Exploratory research: Meaning, suitability, collection, hypothesis formulation Descriptive research: Meaning, types of descriptive studies, data collection method Causal research: Meaning, various types of experimental designs, types of errors affecting research design.</p>		
Unit-4 Data collection		
<p>Data collection: Primary and Secondary data – Sources – advantages/disadvantages, Data collection Methods – Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection. Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale, MDS – Multi Dimensional Scaling.</p>		

Unit-5 Hypothesis

Meaning, Types, characteristics, sources, Formulation of Hypothesis, Errors in hypothesis testing, Parametric and Nonparametric test: T-test, Z-test, F-test, U-test, Rank-Sum test, K-W test. (Theory only).

Unit-6 Sampling

Meaning, Steps in Sampling process, Types of Sampling - Probability and non-probability Sampling Techniques, Errors in sampling.

Unit-7 Data Analysis

Data Analysis: Editing, Coding, Classification, Tabulation, Analysis, & Interpretation. Statistical Analysis of Business Research: Bivariate Analysis (Chi-square only), Multivariate Analysis -Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, ANOVA – One-way , Two-way classification (Theory only).

Unit-8 Research report

Research report: Oral report, Written reports, Types & Advantages/Disadvantages of oral and written reports, Components of written research report. (5 Hours)Case studies in Indian context only

TEXT BOOKS / REFERENCES:**Text books:**

1. Business Research Methods, By William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, 13th Edition, Cengage Learning
2. Research Methodology: Methods and Techniques, C. R. Kothari, 2nd edition, 2004, New Age International publishers