

Business Research Methods (50 Marks)

GROUP A [30 MARKS] (30 Lectures)

Objective: This course aims at providing the general understanding of business research and the Methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

Unit 1: Introduction

5

Lectures

Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description,

Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception,

Construct, Attributes, Variables, and Hypotheses

Unit 2: Research Process

5

Lectures

An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field

Study, Survey Method, Observational Method, Existing Data Based Research.

Unit 3: Measurement and Hypothesis Testing

20

Lectures

Measurement: Definition; Designing and writing items; Uni-dimensional and Multi-dimensional

scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone,

Likert and Semantic Differential scaling, Paired Comparison.

Concept of Sampling –Probability and Non probability sampling types, Steps, and Sample Size Decision; Secondary data sources.

Hypothesis Testing: Construction of Hypothesis, Tests concerning means and proportions; One way and Two way ANOVA, Chi-square test and other Non-parametric tests, Testing the assumptions of Classical Normal Linear Regression, Outline of Multivariate Analysis: Factor Analysis and Multiple Regression, its applications.

GROUP B : SPSS PACKAGE (20 MARKS)(Total= 12 Lectures)

1. Introduction / Basic Concepts –Data View and Variable View
2. Exploratory Data Analysis—Displaying Data/ Frequency—Displaying Data/ Graphs—Percentiles; Percentiles Rank – Descriptive Statistics – Measures of Central Tendency—Measures of Dispersions
3. Inferential Data Analysis—Reliability Analysis—Introduction to Hypothesis Testing—Testing Hypothesis about single mean—Comparability of Means of Two samples
4. Correlation Analysis
5. Non-Parametric Tests
6. Bivariate and Multivariate Data Analysis—Regression and ANOVA; Factor Analysis;
7. Trend Forecasting Tools

Suggested Readings:

1. Research Methodology – R. Panneerselvam (Prentice Hall of India)
2. Research Methodology – C. R. Kothari (New Age International Ltd)
3. Statistics For Business Decisions – J. K. Das (Academic Publishers)
4. Research Methods for Business – U. Sekharan(John Wiley and Sons)

5. Business Research Methods – S N Murthy and U Bhojanna (Excel Books)
6. Marketing Research – G. C. Beri (Tata McGraw Hill)
7. Marketing Research: An applied Orientation – N. Malhotra (Pearson Education)
8. Business Research Methods – D.R. Cooper and P.S. Schindler (Tata McGraw Hill)
9. SPSS for Windows: step by Step - D. George and P. Mallery (Pearson Education)
10. Statistical Methods in Business and Social Science – G. V. Shenoy and M. Pant (Macmillan)
11. Statistics for Management, Levin and Rubin (Pearson Education India)
12. SPSS 17.0 for Researchers, - S.L Gupta. & Gupta Hitesh (International Book House Pvt. Ltd.)
13. Marketing Research – A. Parasuraman,, and D. Grewal, Krishnan R(South-Western College Publishers).
14. Marketing Research, University Press - Pati, Debashis, (University Press)