Semester: VII	
Programme: Bachelor of Management Studies (BMS)	
Course: Fundamentals of Business Research	
Paper code: C4BMS2371	**Credits: 5**
Category: Major	
Type: Theory	
No of Modules:	

Course Overview:

This course introduces the fundamental concepts, methods, and applications of business research in managerial decision-making. It covers the research process, research design, and methods of primary and secondary data collection, along with techniques of measurement, scaling, and questionnaire design. The course also develops skills in literature review, research ethics, and report writing, and provides an understanding of sampling methods, estimation, and hypothesis testing using basic statistical tools. Overall, the course equips students with the necessary analytical and methodological competencies to conduct systematic research in business and related disciplines.

Course Outcome:

1. Students will be able to understand the nature, objectives, and importance of business research, formulate research problems, and explain the role of research in managerial decision-making across marketing, finance, and human resource functions.
2. Students will be able to differentiate between various research designs and evaluate secondary data sources by assessing their advantages, limitations, and relevance in business research contexts.
3. Students will be able to write literature reviews, interpret academic journal metrics, apply ethical research practices, and prepare structured research reports using appropriate referencing styles.
4. Students will be able to select and apply suitable primary data collection methods and qualitative research techniques such as surveys, interviews, focus groups, and observation for business research studies.
5. Students will be able to design questionnaires and apply appropriate measurement scales and scaling techniques to collect reliable and valid research data.
6. Students will be able to apply sampling methods, perform statistical estimation, and conduct hypothesis testing using appropriate parametric and non-parametric statistical techniques.

Prerequisites: Basic knowledge about any prior course

SYLLABUS

Unit/ Module	Content	Number of Classes	CO Mapping	Cognitive Level
1	**Nature and Scope of Research:** Meaning, objectives, and importance of research in decision making. Applications of Research; The Research process – steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Research problem, Applications of research in Marketing, Finance, and HR.	8	CO1	K2
2	**Research designs and secondary data research:** Research designs: Exploratory, Descriptive, Causal. Longitudinal and cross-sectional. Secondary Data Research: Advantages & Disadvantages of Secondary Data, process of evaluation of secondary data, Secondary sources of data in Indian contexts.	8	CO2	K4

3	**Literature review and Research Ethics** Journal information, peer review process, meaning of impact factor, h-index, indexing (SCOPUS, WOS), process of literature review, use of AI tools in review of literature. Structure and layouts of research report, Research ethics, and plagiarism. Bibliography - major referencing styles and tools.	8	CO3	K3
4	**Primary Data Collection & Qualitative Research Tools** Survey vs. Observations. Comparison of self-administered, telephonic and online survey techniques. Depth Interviews, focus groups and projective techniques.	6	CO4	K3
5	**Measurement & Scaling:** Primary scales of Measurement- Nominal, Ordinal, Interval & Ratio. Scaling techniques: paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale, Questionnaire designing, Pilot Survey.	8	CO5	K6
6	**Sampling Theory, estimation, and testing of hypothesis** Sampling techniques – probability & non-probability sampling, concept of Parameter, Statistic, Standard Error (sample mean, sample proportion, Difference of sample mean and sample proportion) Sampling distribution. Point and interval estimation. Testing of hypothesis: Level of Significance; Process of testing: Z test (mean, difference of means, proportion, difference of proportions) t test (mean), paired t test, Chi-square test. Non-parametric tests: concept and uses of Fisher's exact test, Mann-Whitney U test, Wilcoxon signed rank test, Kruskal Wallis test. Introduction to theoretical concept of ANOVA, Factor Analysis and Discriminant Analysis.	22	CO6	K4

Text Books

1. Panneerselvam, R. (2014). Research methodology (2nd ed.). PHI Learning.
2. Kothari, C. R., & Garg, G. (2019). Research methodology: Methods and techniques (4th ed.). New Age International Publishers.
3. Cooper, D. R., Schindler, P. S., & Sharma, J. K. (2021). Business research methods (13th ed.). McGraw Hill Education.

Suggested readings:

1. Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of applied statistics (4th ed.). Sultan Chand & Sons.
2. Spiegel, M. R., & Stephens, L. J. (2017). Schaum's outline of theory and problems of statistics (4th ed.). McGraw-Hill Education.

Web Resources:

1. Prasad, E., & Haridoss, P. (n.d.). Research methodology [Online course]. NPTEL. https://onlinecourses.nptel.ac.in/noc25_ge66/preview

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Students will be able to understand the nature, objectives, and importance of business research, formulate research problems, and explain the role of research in managerial decision-making across marketing, finance, and human resource functions.	K2
CO2	Students will be able to differentiate between various research designs and evaluate secondary data sources by assessing their advantages, limitations, and relevance in business research contexts.	K4
CO3	Students will be able to write literature reviews, interpret academic journal metrics, apply ethical research practices, and prepare structured research reports using appropriate referencing styles.	K3
CO4	Students will be able to select and apply suitable primary data collection methods and qualitative research techniques such as surveys, interviews, focus groups, and observation for business research studies.	K3
CO5	Students will be able to design questionnaires and apply appropriate measurement scales and scaling techniques to collect reliable and valid research data.	K6
CO6	Students will be able to apply sampling methods, perform statistical estimation, and conduct hypothesis testing using appropriate parametric and non-parametric statistical techniques.	K4