

Course curriculum-MBA(INTEGRATED) PROGRAMME

MBA (I) SEMESTER 3 MBA (I) 304 RESEARCH METHODOLOGY CREDIT: 4	Max. Marks: 100 Min. Marks: 35 External: 60 Internal: 40
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Course Objective:

The student learns the application of research to various functions of management.

Course Outcome (CO) and CO-PO Matrix:

	The subject will enable/help student to/in-	PO1	PO2	PO3	PO4	PO5
CO1A	Understand the concept of research, its types, process and its design	2	2	2	1	1
CO1B	Develop an understanding of writing literature review and collecting sample by using various sampling techniques	3	3	2	3	1
CO2	Comprehend the Concept of Correlation, Regression & Chi-square and applying the same for the purpose of data analysis.	3	3	1	2	1
CO3	Apply T-test, Anova & Reliability test and applying these tests for analyzing the data.	3	3	1	1	3
CO4	Preparing a research report	2	3	1	2	3

UNIT I

Background:

1. Introduction to Research: Definition, Objectives, Nature, Significance
2. Types of Research
3. The Research Process
4. Developing Research Questions
5. Research Design

UNIT II

Literature Review:

1. Literature Review Development
 2. Styles of Referencing: HBR, APA, IEEE
- Quantitative Methods - I:

1. Sampling: Merits and demerits of sample and population, Techniques of sampling, Factors effecting sample size, Sampling design
2. Types of Data and methods of collection of data
3. Types of Variable
4. Designing and coding questionnaires
5. Data Entry and Screening: Editing, Tabulation and coding
6. Hypothesis Testing

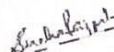
UNIT III

Introduction to SPSS

Quantitative Methods- II: Using SPSS



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1. Association: Correlation Coefficients
2. Regression
3. Association - Chi-square Tests.

UNIT IV

Quantitative Methods- III: Using SPSS

1. Difference: T-tests,
2. Difference: ANOVA,
3. Reliability and Validity

UNIT V

Report Preparation

1. Types and Layout of Research Report.
2. Precautions in preparing the Research Report.
3. Research Ethics and Integrity

*Note: The course has to be taught with the help of MS Excel and IBM SPSS wherever needed.

Suggested Readings:

1. Chapman, C. (2015), R for Marketing Research and Analytics. New York, NY: Springer Science & Business Media, LLC.
2. Cooper, D.R & Schindler, P.S. (2014), Business Research Methods (Twelfth edition). New York, NY: McGraw-Hill/Irwin.
3. Malhotra, N.K., & Bries, D.F. (2007), Marketing Research: An Applied Approach (3. ed) Harlow: Financial Times Prentice Hall.
4. Poynter, R. (2010). The Handbook of Online and Social Media Research: Tools and Technique for Market Researchers, New York: Wiley.
5. Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2013). Business Research Method. Cengage Learning.

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