



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2<sup>nd</sup> Semester

Subject Name: Research Methodology (RM)

Subject Code: 4529206

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Propose appropriate research designs and methodologies to apply to a specific research project in a business function.</li> <li>Determine the relevance of research tools and techniques for analyzing and evaluating research problems.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Develop a comprehensive research methodology for a given research question.</li> <li>Analyze qualitative and quantitative data as a part of a defined research project.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Evaluate literature for a given research problem from the global and national perspectives.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Prioritize ethical research practices in conducting a research study.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Justify the chosen research orientation and methodology for a given research problem.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Construct an effective research proposal for a given study in a management function.</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4529206	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Propose appropriate research designs and methodologies to apply to a specific research project in a business function.	3	2	2	2	-	-	-	-	2
LO2: Determine the relevance of research tools and techniques for analyzing and evaluating research problems.	3	2	3	2	1	-	-	1	2
LO3: Develop a comprehensive research methodology for a given research question.	2	2	2	1	-	1	-	1	2
LO4: Analyze qualitative and quantitative data as a part of a defined research project.	3	2	3	1	-	-	-	1	2



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LO5: Evaluate literature from or a given research problem from the global and national perspectives.	1	1	-	1	3	1	1	1	1
LO6: Prioritize ethical research practices in conducting a research study.	-	1	-	-	-	1	3	1	2
LO7: Justify the chosen research orientation and methodology for a given research problem.	1	1	1	-	-	-	-	1	2
LO8: Construct an effective research proposal for a given study in a management function.	2	2	1	2	-	1	-	1	1

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Business Research Fundamentals:</b>            Research – meaning and types of business research – basic, applied, comparative, absolute, problem solving, problem identifying, qualitative, quantitative, characteristics of good research.            Hypothesis, Types of hypothesis – Descriptive, Relational – Correlational and Causal, null and alternate.            Brief Introduction to Business Research Process</p>	10	17
II	<p><b>Steps in Business Research Process - I:</b>            1. Problem Identification / Problem statement            2. Review of Literature (including citation and bibliography / references).            3. Research Questions &amp; Research Objectives            4. Hypothesis formulation  <b>5. Research Design:</b>  <b>Exploratory Research Design:</b>            Difference between Qualitative and Quantitative Research.  <u>Qualitative Research:</u>            Observation, Focus Group, Depth Interview, Projective Techniques.</p>	10	18



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<b>III</b>	<p><b>Conclusive Research Design:</b> <i>Quantitative Research:</i> Descriptive research – survey, survey methods. Causal research – Experimentation – labs v/s field experiments, with and without control, before and after.</p> <p><b>Steps in Business Research Process - II:</b> 6. Sampling Design – Probabilistic and non-probabilistic sampling. 7. Sources of data – primary and secondary Measurement and Scaling. Validity and reliability. Questionnaire designing.</p>	10	18
<b>IV</b>	<p><b>Steps in Business Research Process - III:</b> 8. Data Preparation – preliminary questionnaire screening, editing, coding and data entry (using statistical software). 9. Research Writing: - Research Proposal Synopsis, Research Report</p>	10	17
<b>V</b>	<p><b>Practical:</b> A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings &amp; Conclusion and has to submit a Report to the concerned faculty member.</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Naval Bajpai	Business Research Methods	Pearson	Latest



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2	Naresh Malhotra and Satyabhusan Dash	Marketing Research – An applied orientation	Pearson	Latest
3	Donald R. Cooper and Pamela S. Schindler	Business Research Methods	TMH	Latest
4	Zikmund Willium	Business Research Methods	Thomson	Latest
5	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest
6	Panneerselvam R.	Business Research Methods	John Wiley and Sons	Latest
7	D. K. Bhattacharyya	Research Methodology	Excel	Latest
8	J. K. Sachdeva	Business Research Methodology	Himalaya	Latest
9	Adithan Bhujange	Research Methodology for Management and social Science	Excel	Latest
10	Alan Bryman	Business Research Methods	Oxford University Press	Latest

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Journal of Indian Business Research
2. International Journal of Statistics and Analysis
3. Sankhya – Indian Journal of Statistics
4. Economic Times
5. Financial Express
6. Business Standard
7. Economic & Political Weekly
8. Vikalpa