

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Tech MBA (MBA Technology Management)			
Semester	III				Version	2.0.0.0			
Effective from Academic Year		2025-26			Effective for the Batch admitted in			January 2025	
Course Code	IIIA07AM R		Course Name		Advanced Market Research Techniques and Analytics				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Apply foundational and advanced statistical tests using SPSS to analyze quantitative data, test business hypotheses, and derive initial insights.								
CO2	Construct and interpret complex predictive and structural models using SPSS and AMOS to understand the key drivers of customer behavior and validate theoretical frameworks.								
CO3	Leverage a suite of modern open-source tools to conduct qualitative, UX, and web-based research, complementing traditional quantitative analysis.								
CO4	Synthesize multi-source findings into a compelling strategic narrative, utilizing modern visualization and reporting tools to influence key stakeholders and drive organizational action.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of Quantitative Analysis using SPSS, Basics of SPSS and data entry, Descriptive Statistics, the process of hypothesis writing and testing, applying core statistical tests: Reliability analysis (Cronbach's alpha), Independent sample t-test, Paired sample t-test, One-way and Two-way ANOVA, Chi-Square test for association, Correlation analysis, Interpreting SPSS outputs and writing managerial conclusions.								12
2	Advanced Modeling using SPSS, Linear Regression for prediction, Multiple Regression for identifying key drivers, Hierarchical Regression for model comparison, Logistic Regression for binary outcomes, Introduction to Factor Analysis (EFA) for data reduction, Introduction to Cluster Analysis for market segmentation, interpreting model coefficients and fit statistics, Developing actionable recommendations from predictive models.								12
3	Structural Equation Modeling (SEM) with AMOS, Introduction to SEM: Key terminologies (Exogenous, Endogenous, Latent variables), Confirmatory Factor Analysis (CFA) vs. EFA, building a path analysis model in AMOS, assessing model fit and scale validation using key indices, Understanding and testing for Mediation and Moderation effects, Interpreting AMOS outputs to validate complex business models and customer behavior theories								12
4	Qualitative and UX Research with Open-Source Tools, designing effective online surveys and collecting data using LimeSurvey, Thematic analysis of interview data using qualitative tools like Taguette, Principles of UX Research and usability testing, Collaborative prototyping and user feedback collection using Penpot/Google Forms								12
5	Synthesizing Insights with Open-Source Business Intelligence, the art of data storytelling: from data to narrative, integrating quantitative (SPSS/AMOS) and qualitative findings, building interactive dashboards and data visualizations with Advanced Excel or PowerBI/Tableau, creating professional and visually appealing reports and presentations using the Microsoft Office Powerpoint or Canva, Final project presentation.								12
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Practical, assignments and tutorials are based on above syllabus.									

Text Books	
1	Marketing Research: An Applied Orientation by Naresh K. Malhotra and David F. Birks
Reference Books	
1	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
2	Designing for the Digital Age: How to Create Human-Centered Products and Services by Kim Goodwin
3	Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic
4	Hooked: How to Build Habit-Forming Products by Nir Eyal
5	Obviously Awesome: How to Nail Product Positioning so Customers Get It, Buy It, Love It by April Dunford
6	Marketing Research by Alvin C. Burns and Ann Veeck
7	The Mom Test: How to Talk to Customers & Learn If Your Business is a Good Idea When Everyone is Lying to You by Rob Fitzpatrick
8	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown
9	Competing on Analytics: The New Science of Winning by Thomas H. Davenport and Jeanne G. Harris
10	Just Enough Research by Erika Hall
11	The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton M. Christensen
ICT/MOOCs Reference	
1	Coursera: Market Research and Consumer Behavior — IE Business School
2	Udemy: Market Research: How to Gather & Analyze Customer Insights — Bizversity

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	1	2	1	1	2	3	3	3	1
CO2	3	3	2	1	2	1	2	2	3	3	3	1
CO3	2	2	2	2	2	1	2	3	3	2	3	1
CO4	3	2	3	2	3	2	2	2	3	3	3	2