

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme		Master of Business Administration				Branch/Spec	Marketing/Finance/HR/International Business/Entrepreneurship/SCM		
Semester		II				Version	1.0.0.2		
Effective from <i>Academic Year</i>			2022-23			Effective for the batch Admitted in		June 2022	
Subject code		3IIA07BRM		Subject Name		BUSINESS RESEARCH METHODOLOGY			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
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Course Objective									
The objective of this course is to familiarize the students with the concepts and testing of hypotheses, Statistical tools and techniques for undertaking research project in business and writing research reports in an acceptable form.									
Course Outcome (CO):									
3IIA07BRM.CO1: Apply SPSS to manage data, perform statistical analysis, and evaluate reliability and normality in business research. 3IIA07BRM.CO2: Analyze data using statistical methods and SPSS to perform estimation, hypothesis testing, and univariate analysis for effective business research interpretation. 3IIA07BRM.CO3: Analyze data using group comparison through SPSS (ANOVA, MANOVA, and related covariate analyses) to interpret relationships and effects in business research. 3IIA07BRM.CO4: Evaluate and interpret data using advanced statistical techniques with assessing validity, writing originality in reports.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction to SPSS: Defining the variables; feeding the data; compute the data; handling multiple response categories, Frequency distribution, Cross tabulation, Descriptive statistics-mean and standard deviation, Graphs, Missing values identification and imputing, Outlier detection, Scale reliability: Cronbach Alpha, Normality testing: Kolmogorov-Smirnov Test and the Shapiro-Wilk Test								10
2	Sampling distribution: parameter and statistics; Estimation: Confidence interval and sample size determination. Hypothesis testing: process, type I and type II error, power of test. Univariate Data analysis: Test for means: Z-test, student's t test: one sample test; two independent sample test and two dependent sample test (paired sample test). Test for proportions: one sample and two sample test, Testing t-test (one-sample, paired sample and independent samples t-test) with SPSS								20
3	Non-parametric test: Chi-square Test: Test of association, Goodness of fit, Strength of association, Chi-square with SPSS, Analysis of Variance (ANOVA): One-way ANOVA, Two-way ANOVA (with SPSS); Multivariate Analysis of Variance (MANOVA) (with SPSS). Strength of effect. Post hoc analysis for ANOVA and MANOVA (with SPSS), Analysing covariates: ANCOVA and MANCOVA								15

4	Correlation: Bivariate and multiple; Simple regression; Multiple regression (with SPSS); dealing with the collinearity; PROCESS MACRO for mediation and moderation (basic); Exploratory Factor analysis (with SPSS); Other Non-parametric tests (with SPSS): Run test; Binomial test; Sign test; Wilcoxon matched-pairs test; Mann-Whitney rank-sum test and Fridman one-way ANOVA. Scale validity- Construct validity: Convergent validity (Average variance extracted, Composite reliability), and Discriminant validity, Qualitative research: data entry and analysis Referencing management system; Originality writing: similarity index, plagiarism avoidance, Report Preparation: Types and layout of research report. Precautions in preparing the research report. Bibliography and Annexure in report. Drawing conclusions. Giving suggestions and recommendations to the concerned persons.	15
Practical content		

Text Books		
TB1	Levin R and Rubin D-Statistics for Management (Pearson Education, 7 th edition)	
TB2	Malhotra, Naresh K.- Marketing Research. Pearson Education, Latest Edition.	
Reference Books		
1	Business Research Methods: A South-Asian Perspective, 8e, by Zikmund, Babin, Carr, Adhikariand Griffin: CENGAGE Learning.	
2	Zikmund W - Business Research Methods, Thomson/South-Western.	
3	Cooper D and Schindler P- Business Research Methods (Tata McGraw-Hill).	
4	Hair, Black, Babin, Anderson and Tatham- Multivariate Data Analysis (Pearson Education, 6th edition)	
5	Nargundakar R-Marketing Research: Text and Cases((Tata McGraw-Hill).	
6	David J. Luck and Ronald S. Ruben- Marketing Research (Prentice Hall of India), Latest Edition.	
7	Srivastava T and Rego S- Statistics for Management ((Tata McGraw-Hill).	
8	Krishnaswamy K.N.,Sivakumar, Mathirajan- Management Research Methodology, Pearson.	
9	George D and Mallery P- SPSS for Windows – step by step (Pearson Education, 10thedition)	
10	Collis J and Hussey R- Business Research (Palgrave, 2003)	
11	Chawala, Deepak; Sondhi Neena- Research Methodology. Vikas Publication.	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 2: Course Name: 3IIA07BRM BUSINESS RESEARCH METHODOLOGY							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
3IIA07BRM.CO1	2	3	-	1	-	-	-
3IIA07BRM.CO2	3	3	-	2	-	-	1
3IIA07BRM.CO3	3	3	-	2	1	-	1
3IIA07BRM.CO4	3	3	-	3	1	2	1

Semester 2: Course Name: 3IIA07BRM BUSINESS RESEARCH METHODOLOGY			
Course outcomes	PSO1	PSO2	PSO3
3IIA07BRM.CO1	3	2	2
3IIA07BRM.CO2	3	3	3
3IIA07BRM.CO3	3	3	3
3IIA07BRM.CO4	3	3	3