

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		General								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year				2025-26		Effective for the Batch Admitted in			July 2024							
Subject Code		BGEN201		Subject Name		Business Research Methods										
Teaching Scheme						Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total			CE	SEE	Total					
	L	TU	P	TW												
Credit	03	00	00	00	03	Theory	50	50	100							
Hours	03	00	00	00	03	Practical	00	00	00							
Pre-requisite:																
Students should have basic knowledge of statistics.																
Objective:																
This course equips students with the research skills needed to design, execute, analyze, and report on business research projects.																
Learning Outcomes /Course Outcome																
On successful completion of the course, the students will be able to:																
CO1- Understand the basics of Business Research and its importance in decision-making.																
CO2- Familiarize with research design and its formulation.																
CO3- Figure out primary and secondary data along with its usage.																
CO4- Conduct research work and analyze certain degree of data and present it in report form.																
Mapping of PO-CO and PSO-CO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	2	1	1	2	1	2	3	2	3	1	1	2	1	2
		CO2	3	1	1	3	1	2	3	2	2	1	1	3	1	2
		CO3	3	1	1	2	1	2	2	2	2	3	2	2	1	3
CO4	3	3	2	3	1	2	3	3	3	2	2	3	1	3		
Theory Syllabus																
Unit	Content										Hrs.					
1	Foundations of Business Research Meaning of Business Research, Steps for decision making in Business Research, Business Research Process Design, Important Concepts Relating to Research Design (Dependent and Independent Variable, Extraneous Variable, Control, Confounded Relationship, Research Hypothesis, Experimental and Non-experimental Hypothesis, Experimental and Control Group, Treatments, Experiments and Experimental Units.), Technique Involved in Defining a Problem										10					

2	<p>Research Methods: Design, Sampling, and Data</p> <p>Research Design Formulation: Measurement and Scaling – Scales of Measurement, Criteria for Good Measurement, Factors in Selecting an Appropriate Measurement Scale, Questionnaire Design - Meaning of Questionnaire, Phases of Questionnaire Design</p> <p>Sampling and Sampling Distribution: Essential of Sampling, Sampling Design Process, Random Sampling Methods and Non-random Sampling (Only basics of all methods), Sampling and Non-sampling Errors</p> <p>Sources and Collection of Data:</p> <p>Meaning of Primary and Secondary Data, Benefits and limitations of Secondary Data, Roadmap to use Secondary Data, Secondary Data Sources, Primary Data Collection: Qualitative – Observation and Interview, Quantitative – Survey and Experimentation</p>	20
3	<p>Data Analysis and Presentation</p> <p>Data Analysis: Hypothesis Testing for Categorical Data (Chi-Square Test, t-test and ANOVA), Correlation and Simple Linear Regression Analysis, Multivariate Analysis—I: Multiple Regression Analysis, Introduction of multiple tools of primary and secondary data analysis,</p> <p>Presentation: Layout of Research Report</p>	15
	Exam: Theory 100%	
Text Book:		
	Naval Bajpai (2017), Business Research Methods, Pearson India C. R. Kothari (2023), Business Research Methods, New Age International Pvt. Ltd.	
Reference Books:		
	Naresh Malhotra (2010),Marketing Research, Pearson Global Edition Cooper and Schindler (2018), Business Research Methods, McGraw Hill Education William G. Zikmund, Barry J Babin, Jon C Carr and Mitch Griffin (2013), Business Research Methods, Cengage Learning Cohen, L., Manion, L., & Morrison, K. (2018). Research Methods in Education (8th ed.). Routledge. Cooper, D. R., & Schindler, P. S. (2013). Business Research Methods (12 th edition). McGraw-Hill Education. Creswell, J. W., & Creswell, J. D. (2023). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (6 th edition). SAGE Publications. Goode, W. J., & Hatt, P. K. (1952). Methods in Social Investigation. Krishnaswamy, O. R. (2010). Methodology of Research in Social Sciences. Himalaya Publishing House. Malhotra, N. K. (2010). Marketing Research: An Applied Orientation (6 th ed.). Pearson Global Edition. Merriam, S. B., & Tisdell, E. J. (2015). Qualitative Research: A Guide to Design and Implementation (4 th edition). Jossey-Bass. Sharma, K. R. (2002). Research Methodology. National Publishing House.	
Online Resource:		
	https://onlinecourses.swayam2.ac.in/cec20_mg14/preview(Business Research Methods/ By Dr G Parameshwari) https://www.youtube.com/watch?v=5pPsU7ZIUs&list=PLim9gWjsjN-MuuBAS2_sU6rdQufk4WoY	