GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme	Master of Business Administration	Branch/Spec.	---
Semester	I	Version	1.0.0.0
Effective from Academic Year	2026-27	Effective for the Batch admitted in	July 2026
Course Code	ICC505RDM	Course Name	Research Design for Management

Teaching Scheme						Examination Scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CCE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical	-	-	-

Pre-requisites

Course Objective

The course aims to develop students' understanding and practical competence in business research concepts, research designs, measurement and scaling, questionnaire development, and sampling techniques, enabling them to systematically investigate management problems. It also equips students with the skills to design and develop well-structured research proposals following appropriate academic and research guidelines.

Course Outcomes

On successful completion of the course, the students will be able to:

CO1	Understand the fundamental concepts, types, and process of business research.
CO2	Apply suitable research designs to address management research problems.
CO3	Design effective questionnaires using appropriate measurement and scaling techniques to ensure reliability and validity in management research.
CO4	Develop appropriate sampling design and construct well-structured research proposals for management research following academic guidelines.

Theory Syllabus

Unit	Content	Hrs.
1	Introduction: Meaning and scope of research; concept of business research and its relevance to various managerial functions; classification of research—basic and applied, quantitative and qualitative, primary and secondary research; issues and precautions faced by researchers in the Indian context; characteristics of sound research; ethical considerations in research. Identification and definition of the research problem and development of an appropriate research approach, including the use of theories and models; significance of research questions; formulation of research questions and hypotheses; types of hypotheses; overview of the research process and the sequential steps involved in conducting research.	09
2	Research Design: Concept and types of research design; exploratory research design using secondary data and qualitative research methods; descriptive research design including cross-sectional and longitudinal studies through survey and observation techniques; causal research design employing experimental methods—concept of causality, control of extraneous variables, internal and external validity; types of experimental designs such as pre-experimental, true experimental, quasi-experimental, and statistical designs; test marketing. Comparative research design and case study approach.	12
3	Data Collection: Primary data and types of data—metric and non-metric; measurement and scaling concepts; basic measurement scales; comparative scales including paired comparison, rank order, and constant sum scales; non-comparative scales such as continuous and itemized rating scales (Likert, semantic differential, Staple, graphical, and other rating scales); evaluation of scales with respect to reliability and validity. Questionnaire design and precautions in questionnaire construction. Research methods including structured interviews and self-administered questionnaires; structured observation versus ethnography; qualitative research methods such as focus group discussions, in-depth qualitative interviews, and other qualitative methods.	12
4	Sampling and Data Preparation: Probability and non-probability sampling methods; sample design and sampling procedures; sampling and non-sampling errors and their sources. Data preparation including editing and coding using SPSS. Use of online survey tools such as SurveyMonkey,	12

	Qualtrics, and Google Forms. Preparation of a research proposal and its format; guidelines for preparing tables and figures, citations, and references; writing and presentation of a thesis or internship report.	
Practical Content		
Practical, assignments and tutorials are based on above syllabus.		
Text Books		
TB1	Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.	
Reference Books		
1	Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (12th ed.). Tata McGraw-Hill Education.	
2	Malhotra, N. K. (2020). *Marketing research: An applied orientation* (8th ed.). Pearson Education.	
3	Bryman, A., & Bell, E. (2015). *Business research methods* (4th ed.). Oxford University Press.	
4	Collis, J., & Hussey, R. (2003). *Business research: A practical guide for undergraduate and postgraduate students*. Palgrave Macmillan.	
5	Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research methods for business students* (3rd ed.). Pearson Education.	
6	Beri, G. C. (1993). *Marketing research* (2nd ed.). Tata McGraw-Hill Education.	
7	Pati, D. (2014). *Marketing research*. Universities Press. Trochim, W. M. K. (2006). *Research methods: The concise knowledge base*. Biztantra.	
8	Easwaran, S., & Singh, R. (2010). *Marketing research: Concepts, practice and cases*. Oxford University Press.	
ICTs/MOOCs Reference		
1	Business Research Methods By Dr G Parameshwari https://onlinecourses.swayam2.ac.in/cec20_mg14/preview	
2	Research Methodology By Prof. GS Bajpai, Vice-Chancellor https://onlinecourses.swayam2.ac.in/cec23_ge07/preview	
3	Research and Publication Ethics (RPE) By Dr. Anirban Ghosh https://onlinecourses.swayam2.ac.in/nou22_ge73/preview	

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, CCE= Continuous and Comprehensive Evaluation, SEE= Semester End Examination.

Mapping of CO with Programme Outcomes (PO) and Programme Specific Outcomes (PSO)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	0	2	2	1	2	3	2	3
CO2	3	3	0	2	2	1	2	3	2	3
CO3	3	3	1	2	2	2	2	3	2	3
CO4	3	3	1	2	2	2	2	3	3	3

3= High/substantial correlation; 2 = Medium/moderate correlation; 1= Low/slight correlation; 0= No correlation