

GANPAT UNIVERSITY

## FACULTY OF MANAGEMENT STUDIES

Programme		Master of Business Administration				Branch/Spec.	Marketing/Finance/HR/International Business/Entrepreneurship/SCM		
Semester		I				Version	1.0.0.2		
Effective from <i>Academic Year</i>				2022-23		Effective for the batch Admitted in			June 2022
Subject code		3IA07RDM		Subject Name		RESEARCH DESIGN FOR MANAGEMENT			
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, framework and design for undertaking research project in business as well as to enhance the understanding of application of research in different set ups.									
Course Outcome (CO): 3IA07RDM.CO1: Understand the fundamental concepts, types, and process of business research. 3IA07RDM.CO2: Apply suitable research designs to address management research problems. 3IA07RDM.CO3: Design effective questionnaires using appropriate measurement and scaling techniques to ensure reliability and validity in management research. 3IA07RDM.CO4: Develop appropriate sampling design and construct well0structured research proposals for management research following academic guidelines.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction: What is research? Concept of business research and its applications in the various functions of management; Types of research: Basic and Applied Research. Quantitative V. Qualitative. Primary Vs. Secondary. Problems and precautions to the researcher in India. Characteristics of good research; ethics in research. Research problem definition and developing its approach (Use of theory and models in approach to problem): Value of Research Questions; Development of Research questions and Hypotheses; Types of Hypotheses: Process of research: Steps involved in the research process.								15
2	Research design: Type of research design; Exploratory research design: Secondary data and Qualitative research; Descriptive research design (Cross-sectional, Longitudinal): Survey and observation; Causal research design: Experimental Method: Causality, Controlling Extraneous variables, internal and external validity, types of experimental designs (Pre-experimental, True experimental, Quasi experimental and Statistical designs), test marketing. Research design: Comparative. Case Study								15

3	Data collection: Primary data, Data type: Metric and non-metric; Measurement and scaling: Basic Scales, comparative Scales (Paired Comparison, rank order and Constant Sum), non-comparative scales (Continuous and Itemized rating scale i.e Likert, Semantic Differential, Staple, Graphical and other scales) Scale evaluation: reliability and validity. Questionnaire design; Precautions in preparation of questionnaire. Research Methods: Structured Interview/Self-completion questionnaire, Structured Observation V. Ethnography, Qualitative research: Focus group, Qualitative interview and qualitative methods.	15
4	Sampling Methods – Probabilistic & Non Probabilistic Sampling, Sample Design & Procedures- Error: Sampling and Non-sampling error; sources of error; Data preparation: Editing and Coding through SPSS. Online survey builder: surveymonkey, Qualtrics, Google docs. Research proposal preparation: format. Guideline for tables, figures, citations and references. Writing a thesis/internship report.	15
Practical content		
Text Books		
1	Chawala, Deepak; Sondhi Neena- Research Methodology, Vikas Publication	
2	Malhotra, Naresh K.- <i>Marketing Research</i> . Pearson Education, Latest Edition.	
Reference Books		
1	Cooper D and Schindler P- <i>Business Research Methods</i> (Tata McGraw-Hill).	
2	Bryman A and Bell E- <i>Business Research Methods</i> (Oxford University Press)	
3	Collis J and Hussey R- <i>Business Research</i> (Palgrave, 2003).	
4	Saunders- <i>Research Methods for Business Students</i> (Pearson Education, 3 <sup>rd</sup> edition).	
5	Beri G- <i>Marketing Research</i> (Tata McGraw-Hill), 1993, 2 <sup>nd</sup> ed.	
6	Zikmund Williams, Business Research Methods , Cengage Publication	
7	Krishnaswamy K.N.,Sivakumar, Mathirajan- <i>Management Research Methodology</i> , Pearson.	
8	S.L. Gupta- <i>Marketing Research-Excel</i> .	
9	Easwaran & Singh- <i>Marketing Research: Concepts, Practice and Cases</i> – Oxford.	
10	Pati D- <i>Marketing Research</i> , Universities Press.	
11	William MK Trochim- <i>Research Methods</i> , Biztantra.	

### Mapping of CO with PO and PSO:

Semester 1: Course Name: 3IA07RDM RESEARCH DESIGN FOR MANAGEMENT							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
3IA07RDM.CO1	3	3	-	2	2	1	2
3IA07RDM.CO2	3	3	-	2	2	1	2
3IA07RDM.CO3	3	3	1	2	2	2	2
3IA07RDM.CO4	3	3	1	2	2	2	2

Semester 1: Course Name: 3IA07RDM RESEARCH DESIGN FOR MANAGEMENT			
Course outcomes	PSO1	PSO2	PSO3
3IA07RDM .CO1	3	2	3
3IA07RDM.CO2	3	2	3
3IA07RDM .CO3	3	2	3
3IA07RDM.CO4	3	3	3