

## SEMSETER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA		Branch/Spec.		Tech MBA (MBA Technology Management)				
Semester	II				Version	1.0.0.0			
Effective from Academic Year			2025-26		Effective for the batch Admitted in			January 2025	
Subject code		IIA01RMP		Subject Name		Research Methodology and Project Writing			
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			
Objective: To equip students with a systematic and ethical framework for conducting robust business research and effectively communicating findings through a well-structured project report to support evidence-based managerial decision-making.									
Course Outcome: CO 1: The students will be able to explain the role of research in business, outline the research process, and select an appropriate research design (exploratory, descriptive, causal) based on a given managerial problem. CO 2: The students will be able to translate a managerial dilemma into a researchable problem, formulate clear research questions and hypotheses, and structure a formal research proposal. CO 3: The students will be able to design effective data collection instruments, including questionnaires and interview guides, and justify the choice of appropriate measurement scales and sampling strategies. CO 4: The students will be able to conceptually analyze data and translate findings into a professional business research report with actionable recommendations suitable for an executive audience.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Business Research, Research for Managerial Decision-Making, Business Research vs. Academic Research, The Business Research Process: An Overview, Types of Research: Exploratory, Descriptive, Causal, Business Applications of Research Designs, Ethical Principles in Corporate Research, Issues of Confidentiality, Privacy & Informed Consent, Identifying & Mitigating Bias in Research.								12
2	Research Design and Proposal Development, Defining the Managerial & Research Problem, The Role of Literature Review in Business, Sourcing & Evaluating Secondary Data, Developing Research Questions & Objectives, Formulating Testable Hypotheses, Structuring a Formal Research Proposal, Planning Timelines, Budgets, and Deliverables, Scoping the Research Project.								12
3	Data Collection Methods and Measurement, Primary vs. Secondary Data: Pros & Cons, Qualitative Methods: Interviews, Focus Groups, Observation, Quantitative Methods: Survey Design & Deployment, Crafting Effective Questionnaires & Avoiding Bias, Measurement & Scaling Concepts (Nominal, Ordinal, etc.), Common Attitude Scales (Likert, Semantic Differential), The Concept of Sampling: Population vs. Sample, Probability & Non-Probability Sampling Techniques.								12

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)

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4	Conceptual Data Analysis and Visualization, Data Preparation: Editing, Coding, and Cleaning, Qualitative Data Analysis: Thematic Analysis, Identifying Patterns & Insights from Textual Data, Interpreting Descriptive Statistics (Mean, Median), Reading Frequency Tables & Cross-Tabulations, Introduction to Data Visualization, Choosing the Right Chart for Business Data, Principles of Effective Visual Storytelling.	12
5	Project Writing and Reporting for Impact, Structuring the Business Research Report, The Executive Summary: The Most Important Page, Writing for an Executive Audience: Clarity & Conciseness, Translating Findings into Actionable Recommendations, Acknowledging Research Limitations, Citing Sources & Avoiding Plagiarism (APA Style), Presenting Research to Stakeholders Persuasively, Creating a Compelling Presentation Deck.	12
Practical content		
Reference Books		
1.	Zikmund, William G., et al. Business Research Methods. 10th Edition, Cengage Learning, 2020.	
2.	Cooper, Donald R., and Schindler, Pamela S. Business Research Methods. 14th Edition, McGraw-Hill Education, 2021.	
3.	Malhotra, Naresh K., and Dash, Satyabhushan. Marketing Research: An Applied Orientation. 7th Edition, Pearson, 2019.	
4.	Creswell, John W., and Creswell, J. David. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 5th Edition, SAGE Publications, 2018.	
5.	Kothari, C.R., and Garg, G. Research Methodology: Methods and Techniques. 4th Edition, New Age International Publishers, 2019.	
6.	Harvard Business Review. HBR Guide to Persuasive Presentations. Harvard Business Review Press, 2012.	
7.	Knaflitz, Cole Nussbaumer. Storytelling with Data: A Data Visualization Guide for Business Professionals. Wiley, 2015.	
8.	Salant, Priscilla, and Dillman, Don A. How to Conduct Your Own Survey. Wiley, 1994.	
9.	Sekaran, Uma, and Bougie, Roger. Research Methods for Business: A Skill-Building Approach. 8th Edition, Wiley, 2019.	
10.	Booth, Wayne C., et al. The Craft of Research. 4th Edition, University of Chicago Press, 2016.	
11.	Bryman, Alan, and Bell, Emma. Business Research Methods. 5th Edition, Oxford University Press, 2018.	
12.	Cottrell, Stella. Critical Thinking Skills: Effective Analysis, Argument and Reflection. 4th Edition, Red Globe Press, 2023.	

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