



Sub Committee for Curriculum Development

QS&A Specialization

Under-Graduate

Course Title: Business Research Methodologies

Course Code:

Level: 2

Credits: 2

Objectives: Helps the students to understand the areas of commercial and business research activities.

Discuss the process of developing a research proposal

Expose students to the various research designs that can be used in business research

Pedagogy:

Lectures

Case studies

Course Outline:

Sr. No.	Topics	Hours
1	Introduction to Business Research Methodology: Research in business, Why and what is research? Types of research, applied and basic, Research and the manager, External and Internal researcher; characteristics of a good research, Goals, The language of research: concepts, constructs, definition variables, proposition and hypothesis, theory and models.	10
2	The research process Research question, Issues, designing the study, sample design, Resource and budget allocation, valuing the research information, The research proposal, pilot testing, data collection, analysis and interpretation, reporting the results.	10
3	Business Research Proposals Ethics in Business Research, Research Design, Basic stages of research design, major descriptors of research design, types of RD	10
	Total	30

Reference Books:

1. Cooper, R. D. & Schindler, S. P. (2011). *Business Research Methods*. (9th/11th Edition),: McGraw Hill/Irwin.
2. Uma Sekaran & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach*. UK/India: John Wiley & Sons.
3. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin M. (2010). *Business Research Methods*. Canada: South-Western, Cengage Learning
4. Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research Methods for Business Students*. Harlow: FT/Prentice Hall.

Parallel/Similar courses the existing curriculum:

Sr No	Name of the Course	Institute where it was offered

Name of Member	Dr. Rajashree Jain				
Designation	Associate Prof				
Org. / Inst.	SICSR				
Signature					

Name of the Expert: Dr. Rajashree Jain