EXTENDED LECTURE OUTLINE

ABM6 315 **Business Research Methods** **(2+1)**

VI deans Syllabus	Extended syllabus
Business Research- Meaning, types, importance and characteristics of good research. Ethics in business research. Research proposal purpose, types and its importance. Research process Problem identification. Developing an Approach to the problem. Research design definition, classification and types. Sampling design- Meaning, steps in sampling design and process. Types of sampling: Probability and Non-probability sampling. Determining sample size. Meaning and types of Sampling error. Data sources primary and secondary data types. Data Collection Methods: Observations, survey and interview. Focus group discussion and panel data. Measurement and scaling techniques - basic scales of measurement, scaling techniques. Attitude measurement Likert scale. Data editing, coding, classification, tabulation. Data Analysis qualitative and quantitative methods. Use of parametric and nonparametric tests: T-test, Z-test, F-test, Chi-square test and ANOVA and its applications - Correlation, simple and multiple regression techniques. Steps in report writing.	**Chapter 1: Business Research-** Introduction, Meaning, Definition, Types of Research - Basic and Applied Research. Importance of Research in Business Management and Characteristics of Good Research. **Chapter 2: Ethics in Business Research:** Ethics in Research, Ethical treatment of Participants by Explaining Study Benefits, Participants Rights and Protections, Informed Consent and Right to Privacy. **Chapter 3: Research Proposal:** Meaning, Purpose of Research Proposal, Types of Research Proposals- Internal proposals and External proposals and its importance. **Chapter 4: Research Process:** Steps/Stages in Research Process- 1. Clarifying the Research Question, 2. Proposing Research 3. Designing the research project, Stage 4. Data Collection and preparation 5. Data Analysis and Interpretation 6. Reporting the Results. Problem identification, Developing an Approach to the problem. **Chapter 5: Research Design-** Meaning, Definition, and Descriptors of Research Design - Exploratory studies, Formal study, Monitoring, Communication study, Experiment, Ex post facto, Reporting, Descriptive, Causal-

	Explanatory and Predictive, Cross-sectional, Longitudinal, Case, Statistical study, Field Setting, Laboratory Research, Simulations. **Chapter 6: Sampling Design**- Meaning of Sample, Criterion of a Good Sample, Principles that influence Sample size, Stages in sampling design. **Types of Sampling:** Probability and non-probability sampling, 1. Probability Sampling - Simple Random Sampling, systematic sampling, stratified sampling, cluster sampling, double sampling, Proportional stratified sample. 2. Nonprobability Sampling- Judgment sampling Quota sampling convenience sampling, Snowball sampling. **Determining sample size and types of Sampling error**- Random Sampling Error and Systematic Sampling Error. **Chapter 7: Data Sources-** Primary data - Questionnaires, Schedules and Secondary data- Collection of Secondary data and its Characteristics. **Chapter 8: Data Collection Methods**: Observation method, Survey method and Interview method, Focus Group Discussion and Panel data. **Chapter 9: Measurement and Scaling:** Definition, Basic Scales of Measurement- Nominal scale, Ordinal scale, Interval scale, Ratio scale, Scaling and attitude measurement technique - Likert scale technique.

	Chapter 10: Data editing: Definition of Data Editing and types of Data Editing, Coding, Classification, Tabulation. **Chapter 11: Data Analysis:** Qualitative and Quantitative methods, Basic Theoretical aspects of Parametric and Non-Parametric tests: T-test, Z-test, F-test, Chi-square test and ANOVA, and its applications, Basics of Correlation, Simple and Multiple Regression techniques. **Chapter 12: Steps in Report Writing:** Introduction, steps in writing the research report.

Reference:

- Donald R. Cooper, Pamela. S Schindler, J.K Sharma. (2013) Business Research Methods, 11th Edition. McGraw Hill Education Pvt Ltd.
- Sukhminder Singh, M.L. Bansal, Tejinder Pal Singh, Rakesh Kumar (2014) Statistical Methods for Research Workers. Kalyani Publishers.
- C.R. Kothari (2004) Research Methodology, New Age International Publishers.