PG BA S3 03 (DSC)

TWO YEAR MASTER'S DEGREE COURSE
(CBCS in Accordance with NEP 2020)

SEMESTER - III

BUSINESS RESEARCH METHODOLOGY

BUSINESS ADMINISTRATION

Maniram Dewan School of Management
KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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MASTER IN BUSINESS ADMINISTRATION

BUSINESS RESEARCH METHODOLOGY

Block 1

DETAILED SYLLABUS

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UNIT 4:	**Research Problem and Formulation of Research Hypothesis** Defining the Research Problem, Management Decision Problem and Marketing Research Problem, Problem Identification Process, Components of the Research Problem, Formulating the Research Hypothesis and contents of a Research Proposal and Types of Research Proposal	**57 – 73**
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Types of Measurement Scales,Classification of Scales, Comparative Vs Non Comparative Scales, Measurement Error : Scale Evaluation, Criteria for a Good Measurement.

UNIT 7: Sampling **116 – 141**

Sampling Error and Non Sampling Error,Sampling Design Process, Non- Probabilistic and Probabilistic Sampling Technique, Non-Probabilistic Sampling Technique, Probabilistic Sampling Technique and determination of Sample Size

UNIT 8: Questionnaire Design **142 – 159**

Sampling Error and Non Sampling Error,Sampling Design Process, Non- Probabilistic and Probabilistic Sampling Technique, Non-Probabilistic Sampling Technique, Probabilistic Sampling Technique and determination of Sample Size

UNIT 9: Data Processing and Analysis **160 – 172**

Processing of Data,Editing of Data,Types of editing of Data,Coding of Data and Tabulation of Data

UNIT 10: Univariate and Bivariate Analysis of Data **173 – 187**

Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data, Measures of Central Tendency,Measures of Dispersion, Graphical Analysis of Nominal scale data with only one possible response, Descriptive Analysis of Bivariate data and analysis of Nominal scale data with multiple category responses

UNIT 11: Testing of Hypotheses **188 – 205**

Concepts in Testing of Hypothesis, Steps in testing of hypothesis, Applications of Hypothesis Testing,test of Single Mean (Large Sample),Test of Single Mean (Small Sample), Test of Difference between Means (Large Sample), Test of Difference between Means (Small Sample), Test of Single Population (Large Sample) and tests for Difference between Two Population Proportions

UNIT 12: Chi square Analysis **206 – 214**

Chi square test, Chi square test for the Goodness of Fit, Chi square test for the independence of variables , Chi square test for the equality of more than two population proportions

UNIT 13: Analysis of Variance **215– 225**

Introduction of Analysis of Variance, One-way ANOVA, Two-way ANOVA, Design of Experiments, Principles of Design of Experiments, Completely Randomized Design (CRD), Randomized Block Design (RBD) and Factorial Design

UNIT 14: Research Report Writing **226 – 238**

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UNIT 15: Ethics in Research **239 – 248**

Meaning of Research Ethics,Clients Ethical code,, Researchers

Ethical code,Ethical Codes related to respondents and Responsibility

of ethics in research

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COURSE INTRODUCTION

This is the third course of MBA 3rd semester Programme. This course “Busness Research Methodology” of MBA 3rd semester will focus on the different aspects of research methodology. Research is all pervasive key an the brain for decision making in any organisation. Hence, it is important to have a subject “Business Research Methodology” as a subject. In this course , the subject matter of the business research is included at large and also at a micro level. This course aims at covering various aspects of Business Research such as problem formulation , data gathering, analysing , interpretation of data, report writing etc.

This course consists of fifteen units. This course starts with the unit discussing the concept of the introduction to research methodology.

The first unit introduces us to Meaning and Concept of Research in Business,Types of Research: Exploratory and Conclusive Research,The Process of Research,Research Applications in Business Sciences,Features of a Good Research Study

The second unit gives us a broad idea on the concepts of Research Design,Nature and Classification of Research Designs , Exploratory Research , Descriptive Research Designs, Experimental Designs and Errors affecting Research Design.

The third unit gives us an idea on the purpose of literature Review, Types of Literature Review,Process of Literature Review and examples of Literature Review

The fourth unit will help us in Defining the Research Problem, Management Decision Problem and Marketing Research Problem, Problem Identification Process, Components of the Research Problem, Formulating the Research Hypothesis and contents of a Research Proposal and Types of Research Proposal

The fifth unit gives us a broad idea on classification of Data : Types and Sources, Secondary Data – Uses,Advantages and Disadvantages,Primary Data Collection - Observation Method , Focus Group Discussion and Personal Interview Method

The sixth unit will help us in understanding Types of Measurement Scales,Classification of Scales, Comparative Vs Non Comparative Scales, Measurement Error : Scale Evaluation,Criteria for a Good Measurement.

The seventh unit gives us an idea on Sampling Error and Non Sampling Error,Sampling Design Process, Non- Probabilistic and Probabilistic Sampling Technique, Non- Probabilistic Sampling Technique, Probabilistic Sampling Technique and determination of Sample Size.

The ninth unit introduces us to processing of Data,Editing of Data,Types of editing of Data,Coding of Data and Tabulation of Data.

The tenth unit gives us a broad idea on the concepts of descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data, Measures of Central Tendency,Measures of Dispersion, Graphical Analysis of Nominal scale data with only one possible response, Descriptive Analysis of Bivariate data and analysisof Nominal scale data with multiple category responses.

The eleventh unit gives us an idea on the Concepts in Testing of Hypothesis, Steps in testing of hypothesis,Applications of Hypothesis Testing,test of Single Mean (Large Sample),Test of Single Mean (Small Sample), Test of Difference between Means (Large Sample), Test of Difference between Means (Small Sample), Test of Single Population (Large Sample) and tests for Difference between Two Population Proportions.

The twelvlth unit will help us in knowing Chi square test, Chi square test for the Goodness of Fit, Chi square test for the independence of variables , Chi square test for the equality of more than two population proportions.

The thirteenth unit gives us a broad idea on Analysis of Variance, One-way ANOVA, Two-way ANOVA, Design of Experiments, Principles of Design of Experiments, Completely Randomized Design (CRD), Randomized Block Design (RBD) and Factorial Design.

The fourteenth unit will help us in understanding the meaning and Significance of Report Writing, Types of research reports , Structure of the research report,Report writing: Formulation rules for writing the report,Guidelines for presenting tabular data and guidelines for visual Representations.

The fifteenth unit gives us an idea on meaning of Research Ethics,Clients Ethical code,, Researchers Ethical code,Ethical Codes related to respondents and Responsibility of ethics in research.

Each unit of these blocks includes some along-side boxes to help you know some of the difficult, unseen terms. Some “EXERCISES” have been included to help you apply your own thoughts. You may find some boxes marked with: “LET US KNOW”. These boxes will provide you with some additional interesting and relevant information. Again, you will get “CHECK

YOUR PROGRESS” questions. These have been designed to self-check your progress of study. It will be helpful for you if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with “ANSWERS TO CHECK YOUR PROGRESS” given at the end of each unit. you in making your learning more active and efficient. And, at the end of each section.