PGBA (S3) 03-1

BUSINESS RESEARCH METHODOLOGY

SEMESTER - 3

BUSINESS ADMINISTRATION

BLOCK - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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MASTER IN BUSINESS ADMINISTRATION

BUSINESS RESEARCH METHODOLOGY

Block 1

DETAILED SYLLABUS

UNIT 1: Introduction to Research **Page No. : 9 – 24**

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

UNIT 2: Research Design **Page No. : 25 – 43**

Meaning of Research Design,Nature and Classification of Research Designs , Exploratory Research , Descriptive Research Designs, Experimental Designs and Errors affecting Research Design

UNIT 3: Literature Review **Page No. : 44 – 56**

Defining Secondary Data,Definition and Purpose of literature Review, Types of Literature Review,Process of Literature Review and examples of Literature Review

UNIT 4: Research Problem and Formulation of Research Hypothesis **Page No. : 57 – 73**

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

UNIT 5: Primary and Secondary Data **Page No. : 74 – 93**

Classification of Data : Types and Sources, Secondary Data – Uses,Advantages and Disadvantages,Primary Data Collection - Observation Method , Focus Group Discussion and Personal Interview Method

UNIT 6: Measurement and Scaling **Page No. : 94 – 115**

Types of Measurement Scales,Classification of Scales, Comparative Vs Non Comparative Scales, Measurement Error : Scale Evaluation, Criteria for a Good Measurement.

UNIT 7: Sampling **Page No. : 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 **Page No. : 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

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 course has 15 units and is divided into two blocks: Block 1 and Block 2.

Block 1 deals with the introductory concepts of research, research design, literature review, Research problem and formulation of research, primary and secondary data, measurement and scaling, sampling and Questionnaire.

Block 2 concentrates on Data Processing and analysis, univariate and bivariate analysis of data, testing of hypothesis, chi square analysis , analysis of variance and research report writing and 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, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check

BLOCK INTRODUCTION:

This is the first block of the course 'Business Reserach Methodology'. The Block is divided into 8 units and is primarily a learner oriented Self learning material, as it satisfies the requirements of the learners in the filed of 'Business Reserach Methodology'.

This block comprises of the following eight units:

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 eight unit introduces us to 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 Block is devided into eight units:

UNIT 1: Introduction to Research

UNIT 2: Research Design

UNIT 3: Literature Review

UNIT 4: Research Problem and Formulation of Research Hypothesis

UNIT 5: Primary and Secondary Data

UNIT 6: Measurement and Scaling

UNIT 7: Sampling

UNIT 8: Questionnaire Design