

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	I			Version	1.0			
Semester	2			Effective From	June 2023			
Course Code	MGMB19201	Course Name	Business Research					
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Develop a research proposal for a given management problem.
CO2	Identify and develop appropriate research design.
CO3	Decide sampling technique and develop data collection tools
CO4	Analyze data using statistical software
CO5	Create detailed research report

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	3	2	2
CO2	3	3	1	3	2	2
CO3	2	2	1	3	2	2
CO4	2	3	1	3	2	2
CO5	1	1	1	3	2	2



Sr. No.	Module	Module Contents	Learning Outcomes	Contact Hours	Marks
1	I	Introduction to Business Research:	1	10	12
		<ul style="list-style-type: none"> • Research <ul style="list-style-type: none"> ○ Meaning and types of business research <ul style="list-style-type: none"> ▪ Basic v/s applied ▪ Qualitative v/s quantitative • Ethics in research 			
		Business Research Process – Stage I			
		1. Problem Identification / Problem Statement			
		2. Review of Literature (including citation and bibliography/references).			
3. Research Questions & Research Objectives					
		4. Hypothesis formulation			
		Research Writing: - Research Proposal			
2	II	Business Research Process – Stage II 5. Research Design: Exploratory Research Design: <u>Qualitative Research:</u> Observation, Focus Group Conclusive Research Design: <u>Quantitative Research:</u> Descriptive research – survey Causal research – Experimentation – labs v/s field experiments	2	10	14
3	III	Business Research Process – Stage III 6. Sampling Design – Probabilistic and non-probabilistic sampling. 7. Data collection – sources, Measurement and Scaling, Questionnaire designing, Validity and Reliability.	3	10	12
4	IV	Business Research Process – Stage IV 8. Data Preparation – preliminary questionnaire screening, editing, coding and data entry(using statistical software).	4, 5	10	12
		9. Data Analysis – Hypothesis Testing (on software)			
		10. Research Writing – Synopsis, Research Report			

REFERENCE

1.	Bajpai, N. (2011). Business research methods. Pearson Education India.
2.	Cooper, D. R., & Schindler, P. (2014). Business research methods. Mcgraw-hill.
3.	Malhotra, N., Hall, J., Shaw, M., & Oppenheim, P. (2006). Marketing research: An applied orientation. Deakin University.
4.	Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). Business research methods 7th ed. Thomson/South-Western.

