

Veer Narmad South Gujarat University

Research Methodology

T.Y. B.B.A., Semester V

Effective from June 2012

Objectives:

1. To expose students with the process of conducting scientific business research starting with identifying a problem, through research design preparation, identifying the source of data, collection of required data, analysis of collected data, interpreting the data up to results & conclusion & preparation of research report.
2. To give proper orientation to students about business research process so that they can effectively do final semester project.
3. To provide them with enough knowledge of scientific business research so that while solving business problems in actual business situation, they can systematically apply this knowledge & take proper & rational decision.

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world.

Course Content:

Chapter 1. Introduction to Business Research. (16 %)

1. Definition of business research
2. Various classifications of business research
 - Basic V/s applied research
 - Quantitative v/s qualitative research
 - Comparative v/s absolute research
 - Problem identifying v/s problem solving research
 - Longitudinal v/s cross-sectional research
 - Internal v/s External Research
3. Methods of knowing: Scientific & non-scientific methods. Differences between scientific & non- scientific methods.
4. Various non-scientific methods: Method of tenacity, Method of appeal to authority, Method of self evident truth
5. Characteristics of Scientific methods of knowing. OR Characteristics of a good scientific research.
6. Types of research design
7. Different types of errors in business research
8. Meaning of terms : “ Concept “, “ Construct” and “Definition “ in relation to business research
9. Different types of variables in business research.
10. Definition of hypothesis. Types of hypothesis. Role of hypothesis in research Qualities of a good hypothesis
11. Inductive & deductive logic of reasoning in relation to business research
12. Business Research Process
 - Formulation of research problem

- Choice of a research design
- Determination of sources of data & method of collection.
- Sampling design & sample size determination
- Design of data collection instruments
- Organizing & conduction a field survey.
- Editing, tabulation, classification & coding of data
- Processing & analysis of data
- Preparation of research reports
- Conclusions & suggestions & actions

Chapter 2. Secondary Data Sources: (7 %)

1. Difference between terms : “Data” and “ Information “
2. Difference between Primary Data & Secondary Data. Their relative merits & de-merits.
3. Various sources of secondary data. (Internal & External)
4. Use of internet in secondary data collection

Chapter 3. Primary data collection techniques. (13 %)

1. Three methods viz. observation, survey & experiments.
2. Observation as a method of primary data collection. Definition of observation
3. When observation is suitable?
4. Advantages & limitations of observation methods
5. Different classifications of observation methods:
 - Structured v/s unstructured observation
 - Disguised v/s undisguised observation
 - Natural v/s laboratory observation
 - Direct v/s indirect observation
 - Human observation v/s mechanical observation
 - Participative v/s non-participative observation
6. Definition of Experiment.
7. Types of experiments: Field v/s laboratory experiments. Their comparison on various parameters.
8. Various survey methods (Just names)

Chapter 4. Survey methods of primary data collection (13 %)

1. General Idea of survey methods
2. Process of conducting survey
3. Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey. Detailed idea of various sub-classes of these four methods
4. Comparison of four survey methods on various parameters

Chapter 5. Design of questionnaire: (17 %)

1. Definition of questionnaire
2. Variables to be decided in questionnaire design
3. Objectives of questionnaire
4. Three types of information collected by questionnaire
5. Process of questionnaire design
6. Importance of pre-testing of questionnaire
7. Case study of questionnaire design

Chapter 6. Sampling & Sampling Techniques (7 %)

1. Objectives of sampling.
2. Difference between sample survey and census survey.
3. Meaning & definition of various terms related to samplings. Process of sampling
4. Factors affecting sample size decision.
5. Various probabilistic sampling plans.
6. Various non-probabilistic sampling plans.

Chapter 7. Fieldwork & data preparation (7 %)

1. Field work to collect data. Activities or process of field work.
2. Data editing & preparation cycle
3. Checking of Questionnaire.
4. Editing
5. Coding & code-book construction
6. Tabulation. Idea of cross-tabulation
7. Transcribing
8. Data Cleaning
9. Statistical Adjustment of data
10. Selection of data analysis strategy.

Chapter 8. Data analysis & scaling (10 %)

1. Definition & General meaning of scaling.
2. Definition of attitude & limitations of attitude measurement
3. Discussion on Reliability, Validity & sensitivity of scales
4. Idea of various comparative & Non-comparative scales. Examples of attitude scales & perception scales.
5. Purposes of statistical analysis.
6. Revision of statistical tools of analysis, like Frequency counting & Percentage, Mean, Median, Mode, Standard Deviation, Co-Relation, Regression, Frequency distribution & concepts of probability.

Chapter 9. Report preparation & presentation of research findings (10 %)

1. Objectives & importance of Report preparation.
2. Format & Contents of a research report.
3. Different types of audiences of a research report.

4. Various types of research reports. Idea of multi-media presentations.
5. Various types of graphs & guidelines for graphs.
6. Qualities of a good research report
7. Guidelines for preparing tables.
8. Ethics in Business Research.

Total Lectures: 60

Text Books & Reference Books:

1. Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill (Main Text)
2. Marketing Research : Naresh Malhotra, Pearson Publications (Second Text)
3. Marketing Research: Churchill, Dryden Press, Harcourt Publications
4. Business Research Methods: Zikmund , Cengage Publishing
5. Business Research Methods : Saunders, Pearson Publications.