



M.B.A. Semester II
PM02CMBA57: RESEARCH METHODOLOGY

Course Code	PM02CMBA57	Title of the Course	Research Methodology
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• To learn basic concepts of research and familiarize with the process of research.• To formulate research problems and outline research designs.• To analyze data being used for decision making.• To explain the format of research reports.
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Course Content - 30 sessions		
Unit	Description	Weightage (%)
1.	Introduction to Research: Nature and Scope, Problem Formulation and Statement of Research Objectives. Research Process & Research Designs-Exploratory, Descriptive and causal Research designs, Quantitative and qualitative research	25
2.	Methods of Data Collection, Questionnaire Design, Measurement & Scaling, Sampling Design, Research Proposals	25
3.	Sampling & Sampling Distribution, Data Preparation and Processing, Data Analysis, Interpretation and Presentation, Factor Analysis.	25
4.	Cluster Analysis, Multidimensional Scaling, Discriminant and Logit Analysis, Presentations of findings, Software applications to research.	25

Teaching-Learning Methodology	Lectures, Case Discussions, Presentations, Assignments, Research projects based learning
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Prepare a research proposal and propose appropriate research designs and methodologies for a specific research project in a business function.
2.	Formulate research problems and use statistical tools and techniques to analyze data.
3.	Differentiate local and international perspective towards research after undertaking a comprehensive review of the literature.
4.	Formulate representative sampling methods to investigate the research problem for better decision making
5.	Generate effective research reports to fulfill the need of funding agencies or clients.
6.	Enhance skills capability.



Suggested References:

Sr. No.	References
1.	Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition.
2.	Malhotra Naresh K; Marketing Research- An Applied Orientation, Pearson Education Asia
3.	Zikmund William G; Business Research methods, Thomson South-Western
4.	Naval Bajpai; Business Research Methods; Pearson Education; New Delhi

Online Resources

https://onlinecourses.nptel.ac.in/noc19_ge21/preview

https://onlinecourses.swayam2.ac.in/cec20_hs17/preview

<https://www.coursera.org/learn/research-methods>

<https://www.classcentral.com/course/researchmethods-1767>

<https://www.cmie.com/>