JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	BUSINESS RESEARCH METHODS	L	T	P	C
21E00204		4	0	0	4
	Semester		II		

Course Objectives:

- To introduce business research, types and technology used in business research.
- To explain in detail on research process involved in business research.
- To discuss sources of data and instruments to collect data
- To provide knowledge on analysis and interpretation of outcome of the data in a scientific way.
- To provide knowledge on descriptive and inferential statistical analysis.
- To impart competence skills to undertake business research problem and carryout scientific research.

 *Standard Statistical tables shall be allowed in the examination

Course Outcomes (CO): Student will be able to

- Learn types of business research, technology used in business research in technological era.
- Identify research problem, appropriate research design and sample design for the problem, formulate hypothesis, testing process of hypothesis.
- Understand sources of data, instruments to collect data, analyse and interpretation of data.
- Prepare and present the research report effectively and efficiently.

UNIT - I		Lecture Hrs:08

Introduction to Business Research: Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions.

UNIT - II		Lecture Hrs:12

The Research Process: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling

UNIT - III		Lecture Hrs:12

Collection and Analysis of Data Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

UNIT - IV		Lecture Hrs:12

Data Preparation and Analysis: Data preparation process, problems in preparation process - An overview of Descriptive, Associational and Inferential- Statistical Measures.

UNIT - V		Lecture Hrs:12

The Research Report: Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report - Oral Presentation.

Textbooks:

1. Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore.
3. Research Methodology(Concepts and cases) Deepak Chawla NeenaSondhi-Vikas publishing

Reference Books:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGraw-Hill Publishing Company Limited.
2. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
3. Business Research Methods 8e, Zikmund, Babin,Carr, Adhikari Griffin Cengage learning