



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MAN 102	Course Title: Business Research Methodology	
Semester: IV	Course Type: Core	Credits: 3
Home Programme(s):BBA (BA)		Batch/AcademicYear: 2020-23
Course Leader:		

Course description and learning objectives

Research methodology is the systematic and scientific method of how to review and research a topic. It starts with identification of the problem and continues with sample design, data collection, analysis and report. It is extensively used to find a solution to a problem and enhance knowledge. Continuous growth is one of the key challenges for business, which needs innovative ideas and solutions to stagnation in growth. Research is a valuable tool for businesses to identify potential avenues for growth and solutions to problems. Understanding the methodology to be adopted when researching is, therefore very crucial for businesses.

Objectives:

- 1) To enable the students to get familiarize with the concepts of Research Methodology
- 2) To acquaint the students with the techniques of Research Methodology which are applicable to business arena

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Identify the important concepts of business research process	A1, A2, A4
CO2	Understand various types of research design and scaling methods	A1, A2, A3, A4
CO3	Apply various types of data and methods for collecting data	A2, A3, A4
CO4	Define and formulate research problems and formulate hypotheses	A3, A4
CO5	Analyse the data using various statistical techniques	A2, A3, A4

Course outline and indicative content

Unit I (8 Sessions) (CO1, CO4, L1 & L2)

Introduction - Meaning, Importance of Research, Types of research, Research Process-Problem of Identification-Formulation-Classification, Concept and Construction of Hypothesis- Steps in Testing Hypothesis.

Unit II (8 Sessions)(CO2, L2& L3)

Research Design - Meaning, Purpose and Principles –Types of Research Design- Exploratory – Descriptive – Experimental; Sampling & Sampling Designs- Determination of Sample Size- Census Survey Vs Sample Survey-Advantages of Sampling.

Unit III (7 Sessions)(CO2,CO3, L2 & L3)

Data Collection - Sources of Data - Methods of Data Collection, Scaling Techniques – Sampling Methods-Probability Sampling-Non Probability Sampling –questionnaire design, pilot study - Interview, Observation and Schedule; Sources of secondary data.

Unit IV (8 Sessions) (CO3, L2, L3& L4)

Data Tabulation - Analysis and Interpretation: Editing, Decoding and Classification of Data-Preparation of Tables-Analysis of Data -Graphic and Diagrammatic Representation of Data, univariate analysis- frequency tables, mean, standard deviation, bi-variate analysis- cross tabulations, correlation and regression analysis.

Unit V (12 Sessions) (CO5, L2 &L3)

Research Analysis and Report Writing: Univariate parametric and non-parametric tests, parametric tests-one sample-t test, z-test; Non-Parametric tests – Runs test, Kolmogorov Smirnov test, Chi-Square test, one sample sign test, Man Whitney U Test.Types of Reports- Contents of Report-Formats of Reports-Presentation of Reports.

Assessment methods			
Task	Task type	Task mode	Weightage (%)
A1. Mid Exam	Individual	Written	20
A2. Coursera/ Presentation	Group	Presentation	10
A3. Case/Assignment	Individual	Presentation or Report	10
A4. End Term Exam	Individual	Written (short/long)	60

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1 (A1, A2, A4) CO2 (A1, A2, A3, A4)				
Procedural Knowledge			CO3 (A2, A3, A4) CO4 (A3, A4)	CO5 (A2, A3 & A4)		
Meta Cognitive Knowledge						

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
	CO1	2	0	0	0	0	0
CO2	2	0	0	0	0	0	2
CO3	2	0	3	3	1	0	9
CO4	2	0	3	3	1	0	9
CO5	2	0	1	3	0	0	6
Target Level Max.	10	0	7	9	2	0	28

BBA (BA) - Programme Outcomes

1. Ability to understand the business problems with their knowledge indifferent functional areas of management.
2. Integrate with structured, semi – structured and unstructured data.
3. Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4. Ability to apply analytics techniques to analyze and interpret the data.

5. Incorporate the descriptive, predictive and prescriptive analytics.
6. Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.