



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

BUSINESS RESEARCH METHODOLOGY								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA015C	CORE	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Basic concepts of research								

COURSE OVERVIEW:

This course on Business Research Methodology provides a comprehensive foundation in conducting systematic and scientific research in the field of business management. It begins with an introduction to various types of research, the research process, and the conceptualization and measurement of variables, along with issues of reliability, validity, and ethics. The course then explores research design, including experimental, cross-sectional, longitudinal, and action research, along with data collection methods, sampling techniques, and questionnaire design. It further develops analytical skills through univariate and bivariate techniques such as descriptive statistics, correlation, and regression analysis. Advanced topics like multivariate analysis, including multiple regression, factor analysis, and structural equation modeling, are also introduced. Finally, the course emphasizes effective report writing, presentation of results, proper referencing, and adherence to ethical standards in business research.

COURSE OBJECTIVES:

- To understand the fundamentals of research, including types of research, research process, variable conceptualization, and ethical considerations in business research.
- To analyze research design concepts, data collection methods, sampling techniques, and the development of effective research instruments.
- To apply univariate and bivariate statistical techniques for data analysis, including descriptive statistics, correlation, and regression.
- To evaluate multivariate data analysis techniques such as multiple regression, factor analysis, cluster analysis, and structural equation modeling.
- To develop skills in research report writing, presentation of results, documentation, and proper referencing in business research.

COURSE OUTCOMES: Students will be able to

1. Differentiate types of research, variables, measurement techniques and ethical considerations in business research.
2. Design appropriate research frameworks using research problems, sampling methods and data collection instruments.
3. Apply univariate and bivariate data analysis techniques for interpreting research findings.
4. Evaluate multivariate statistical techniques for solving complex business research problems.
5. Construct structured research reports with accurate documentation, presentation methods, and referencing styles.

UNIT-I Introduction to Research

Types of Research, Research Process-Conceptualization of variables and Measurement – Types and measurement of variables – Reliability and validity in measurement of variables- sources of error in measurement- Ethics in business research.

UNIT-II Research design

Research Problem- purpose of Research design, Types of Research Design- Experimental research design, Research Design for cross sectional, longitudinal studies, Research design for action research – Characteristics of the good research design. Data Collection Methods & Tools: Types of Data, Sources and Instruments for data, Guidelines for questionnaire, Sampling and its application.

UNIT-III UNIVARIATE AND BIVARIATE TECHNIQUES FOR DATA ANALYSIS

Tabulation and Diagrammatic representation of data, Cumulative frequency table, Descriptive statistics, Measures of Central Tendencies, Dispersion, Skewness and Kurtosis. Cross tables, scatter plot, Correlation, Bi variate regression.

UNIT-IV MULTIVARIATE TECHNIQUES FOR DATA ANALYSIS

Multiple regression analysis, Discriminate analysis, Exploratory Factor Analysis. Introduction to Structural Equation Modeling, Cluster Analysis and Conjoint Analysis.

UNIT-V REPORT WRITING AND PRESENTATION OF RESULTS

Introduction, Importance of Report writing, Types of Research Reports, Report Preparation and presentation, Report structure, Report formulation, Guides for effective documentation, Research Briefings. Referencing styles and citation in Business Management Research Ethics in business research, Latest Amendments in Research Methodology

TEXT BOOKS:

- Research Methodology: Methods and Techniques – C. R. Kothari & Gaurav Garg – New Age International Publishers – 4th Edition – 2019
- Research Methodology – Vinod Chandra & Anand Harindran – Pearson Education India – 1st Edition – 2017
- Research Methodology – Suresh Chandra, Mohit Kumar Sharma & Mohit Kr. Sharma – Alpha Science International – Illustrated Edition – 2013
- The Craft of Research – Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, Joseph Bizup & William T. Fitzgerald – University of Chicago Press – 5th Edition – 2024
- Research Methodology and Statistical Analysis – Dr. D. Obul Reddy & Dr. O. R.

REFERENCE BOOKS:

- Jon C Carr , AtanuAdhikari, Mitch Griffin , Barry J. Babin, Business Research Methods Cengage Learning, 2012
- Prahalad Mishra, Business Research Methods, Oxford University Press, 2015.
- S. Sreejesh, Sanjay Mohapatra, Anusree, Business Research Methods: An Applied Orientation, Springer International Publishing, 2014.
- Donald R Cooper , Pamela S. Schindler, Business Research Methods Tata McGraw Hill, 2013.
- Deepak Chawla, Neena Sondhi, Research Methodology concepts and cases, Vikas Publications, 2e 2016
- P.C. Tulsian, Bharat Jhunjunwala, Business Statistics, S. Chand, 2016.

ELECTRONIC RESOURCES:

1. <http://www.spinger.com/gp/economics.com>
2. http://www.en.wikipedia.org/wiki/list_of_plitical_science.html
3. http://www.search.gmx.net/abuteconomics/saveyour_time.com
4. http://www.archive.mu.ac.in/myweb_test/pliticalscience.com

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

