

**Name of the Programme: MBA**

**Course Code: MGA-625**

**Title of the course: Advanced Business Research Methods**

**Number of credits: 2**

**Effective from: 2022-23**

<b>Prerequisite for the course</b>	NIL	
<b>Objective:</b>	To enable the participants to apply the research methods to make business decisions and also understand academic papers in their area to be implemented in practice.	
<b>Content:</b>	<b>Unit I: Qualitative Research Methods</b> Objectives and Classifications of Qualitative Research, Focus Group Interviews, In-Depth Interviews, Projective Techniques, Survey, Observation Techniques, Ethnographic Research, Causal Research, Grounded Theory, Content Analysis- Bibliometric Analysis, Meta Analysis, Semiotics, Thematic Analysis.	15 hours
	<b>Unit II: Quantitative Research Methods</b> Multiple regression analysis, Logistic regression in decision making - binary and multinomial, factor analysis, cluster analysis, discriminant analysis, multi-dimensional scaling and conjoint analysis, introduction to structural equation modeling. (Usage of statistical software)	15 hours
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. Cooper D R and Schindler; Business Research Methods; Tata McGraw-Hill, New Delhi; 2017 or Latest Edition.</li><li>2. Alan Bryman, Emma Bell; Business Research Methods; Oxford University Press; 2016 or Latest Edition.</li><li>3. Joe F. Hair Jr., Mary Celsi, Arthur Money, Michael Page, Phillip Samouel; The Essentials of Business Research Methods; Taylor &amp; Francis; 2015 or Latest Edition.</li><li>4. Päivi Eriksson, Anne Kovalainen; Qualitative Methods in Business Research; SAGE Publications; 2015 or Latest Edition.</li><li>5. SadanoriKonishi; Introduction to Multivariate Analysis Linear and Nonlinear Modeling; Taylor &amp; Francis; 2015 or Latest Edition.</li></ol>	
<b>Course Outcomes:</b>	At the end of the course, the participants will be able to: <ul style="list-style-type: none"><li>• Analyze academic research paper and draw appropriate inferences for business decisions.</li><li>• Analyze data using appropriate research methods for business decisions.</li><li>• Conduct a complete business research for a given problem.</li><li>• Draw inferences from research output and make recommendations for business decisions.</li><li>• Prepare and present research reports to facilitate business decisions.</li></ul>	