

Name of the Programme : MBA (Financial Services)
 Course Code : MGF-602
 Course Title : Business Research Methods
 Number of Credits : 4
 Effective from AY : 2022-23

Pre-requisites for the Course:	NIL	
Course Objectives:	To enable learners, acquire skills in business research for effective business decision making.	
Content:	<p>Unit 1 Introduction to Business Research <i>Concept of Research:</i> Features, Classification of Research - Types of Research - Research Process – Research Design - Formulation of Research Problem – Literature Review: Need for Literature Review, Purpose of Literature Review, Sources of Literature, Systematic Literature Review using Content Analysis, Meta-Analysis, Bibliometric Analysis - Research Gap - Research Question - Research Objectives.</p> <p>Unit 2 Data Collection and Analysis <i>Data:</i> Types of Data, Data Sources, Measurement scales, Sampling Techniques, Methods of Collecting Data. <i>Data Analysis:</i> Measures used for Organizing & Describing data, Measures used for Analyzing Relationship & Prediction, Measures used for Testing the Data (Hypothesis Testing).</p> <p>Unit 3 Research Report Writing <i>Report Writing:</i> Significance, Steps, Types, Layout, Precautions in writing Research Reports <i>Research Report Structure:</i> Drafting Preliminary Pages, Executive summary, Abstract writing, Summarizing Literature, Formulating Methodology, Reporting Analysis and Interpreting Results, Tables & Figures Preparation, Inserting Footnotes, Writing Conclusion & Scope for Future Research, Bibliography, Referencing Styles, Annexures, Hands-on sessions on software.</p> <p>Unit 4 Research Ethics <i>Research Misconducts:</i> Fabrication, Falsification, Plagiarism – Consequences of Research Misconducts – Need for Research Ethics - Ethical issues before the research commences - Ethical issues during the research - Ethical issues when data collection has been completed.</p>	<p>15 Hours</p> <p>25 Hours</p> <p>10 Hours</p> <p>10 Hours</p>
Pedagogy:	Lectures/ classroom discussion/ discussion using relevant research papers/ presentation/case study/ group project/ assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Chawla, Deepak., & Sondhi, Neena. (2016). <i>Research Methodology: Concepts and Cases</i>. (2/e). Vikas Publishing House Private Ltd. 2. Cooper, Donald R., & Schindler, Pamela S. (2006). <i>Business Research Methods</i>. (9/e). Tata McGraw Hill. 3. Krishnaswami, O. R., Ranganathan. M., & Harikumar P. N. (2016). <i>Research</i> 	

	<p><i>Methodology</i>. (1/e). Himalaya Publishing house.</p> <ol style="list-style-type: none"> 4. Gupta, S. C. (2019). <i>Fundamentals of Statistics</i>. (17/e). Himalaya Publishing House. 5. Aizel, Amir D., & Sounderpandian, Jayavel. (2019). <i>Complete Business Statistics</i>. (6/e). Tata McGraw Hill. 6. Salmani-Nodoushan, M. A., & Alavi, S. M. (2004). <i>APA Style and Research Report Writing</i>. Zabankadeh Publications 7. Kothari, C. R., & Garg, G. (2019). <i>Research Methodology: Methods And Techniques</i>. New Age International Publishers 8. Wallace, M., & Wray, A. (2006). <i>Critical Reading and Writing for Postgraduates</i>. Sage Publications Ltd. 9. Oliver, P. (2010). <i>The Student's Guide to Research Ethics</i>. Open University Press. 10. Wiles, R. (2013). <i>What are Qualitative Research Ethics?</i> Bloomsbury Publishing <p>Israel, M. & Hay, I. (2006). <i>Research Ethics for Social Scientists</i>. Sage Publications</p>
Course Outcomes:	<p>Upon completion of this course, the students will be able to:</p> <p>CO1. Formulate business research problem.</p> <p>CO2. Identify appropriate sources of data</p> <p>CO3. Perform data analysis with application of appropriate statistical methods.</p> <p>CO4. Prepare effective research reports.</p>