



Course: Business Research Methodology										Course Code: PBA208	
Teaching Scheme (Hrs/Week)		Continuous Internal Assessment (CIA)								End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2A	CIA-2B	CIA-3	T/P	Theory	T/P	
2	-	0	2	10	10	10	10	10	00	100	150
Max. Time, End Semester Exam (Theory) - 3 Hrs.											

Course Objectives

- 1 To familiarize the students with basic concepts in research methodology.
- 2 To help the students understand the importance of business research
- 3 To help the students become familiar with the different tools & techniques used to do BRM
- 4 To help the students acquire skills to understand how to get the best out of the services being provided by a merchant banker.

Course Content

Unit No.	Module No	Content	Hours
1.		Introduction to business research: <ol style="list-style-type: none"> 1. Types of research 2. Process of research 3. Formulation of research problem 4. Development of research hypothesis 	6
2		Research Design <ol style="list-style-type: none"> 1. Definitions, functions 2. Exploratory, descriptive, experimental 3. Experimental <ol style="list-style-type: none"> a. Pre-experimental b. Quasi-experimental c. True-experimental d. Statistical 	8

Document Ref.	Rev. No./ Date	Prepared by	Approved by
		BOS Chairman (SOCMS)	Dean (SOCMS)

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(SUN)



		4. Validity of research instruments: a. Face, content and construct validity 5. Methods of data collection 6. Attitudinal scales – Likert, Questionnaire designing	
3		Sampling: 1. Concept 2. Design 3. Types of sampling designs a. Probability b. Non-probability c. Mixed sampling design 4. Sampling frame: a. Sample size determination b. Data processing – Editing, coding and tabulating	10
4		Data analysis: 1. Univariate 2. Bivariate 3. Multivariate 4. Hypothesis testing a. Concept b. Types of errors c. Steps in hypothesis testing	20
5		Analytical techniques: 1. Parametric vs non-parametric tests 2. Anova 3. Correlation & regression 4. Chi-square test 5. Non-parametric tests for normality 6. Run test 7. Advanced data analysis techniques a. Basic concepts of factor analysis b. Determinant analysis c. Conjoint analysis	16
Total Number of Hours			60

Course Outcome

Students should be able to

CO1	Understand at which moment does business research become imperative for the smooth functioning of the organization
CO2	Use the various statistical tools with ease.

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