**Course File**

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**ISB&M, Nande,**

**Pune**

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| 1.0 COVER SHEET | |
| **Course Code (provided by Academic office)** |  |
| **Course Title** | **BRM** |
| **Course Plan Owner (prepared by)** | **Dr. Madan Survase** |
|  |  |
| **Course Credits** | **Three** |
| **Lectures(L) in hours** | **Sixteen** |
| **Experiential learning / Tutorial hours** | **Fourteen** |
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| **Course Delivered in Term:** |  |
| **Course Start date:** | **10 January 2025** |

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| **Class Section/ Group code** | **Name of Faculty assigned to teach** |
| **A & B** | **Dr. Madan Survase** |

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| **Approval Signatures:** |
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| 2.0 | INDEX |
| 1. **Before Start: First set of documents required for Course file approval:** | |
| **Approvals** | 1. **Cover Sheet** |
| **Summary Course Information** | 1. **Index** 2. **Program Outcomes & Program Specific Outcomes,** 3. **Introduction to Course,** 4. **Course Outcomes & Tools to achieve,** 5. **CO- (PO, PSO) Mapping,** 6. **Syllabus topics & learning references**   **# Note – Class Norms for students.** |
| **Course Delivery** | 1. **Lectures session plan** 2. **Tutorials session plan** 3. **Assessments to measure CO attainment** |

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| 1. **After End term Grading – Append the Second set of documents listed below** | |
| **Course Delivery details** | 1. **Copies of all Assessments.** |
| 1. **Copy of learning materials provided to students.** |
| 1. **Details of Guest Session for the prescribed topics (If any)** |
| **Measurements** | 1. **Consolidated Mark list with CO-PO attainment** |
| 1. **Class Attendance & Grade distribution pattern** |
| 1. **Observed Concern areas (& action taken for weak students)** |
| 1. **Voice of Class (received from Academic Office)** |
| **Future Improvement plan** | 1. **Note on Innovation and creativity** |

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| 3.0 - A | | Program Outcomes (PO) - PGDM |
| PO1 | **Apply knowledge of management theories and practices to solve business research problems.** | |
| PO2 | Foster Analytical and critical thinking abilities for data-based decision making | |
| PO3 | **Ability to develop Value based Leadership ability.** | |
| PO4 | **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business Research.** | |
| PO5 | **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.** | |

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| **3.0 - B** | | **Program Specific Outcomes (PSO) – Business Research Methods** |
| **PSO1** | **Comprehensive Understanding of Business Research Planning** Students will gain a thorough understanding of the fundamental concepts, methodologies, and processes involved in planning and conducting business research. They will learn how to identify research problems, design effective research strategies, and formulate actionable research objectives. | |
| **PSO2** | **Proficiency in Statistical Techniques for Data Analysis** Students will develop the ability to apply appropriate statistical tools and techniques for analyzing research data. They will acquire skills to interpret statistical results accurately and draw meaningful inferences that can guide business decision-making processes | |
| **PSO3** | **Integration of Research Insights** Students will appreciate the critical role of research in solving business problems and supporting managerial decision-making. They will learn to integrate research findings into strategic frameworks to address organizational challenges and capitalize on opportunities effectively. | |
| **PSO4** | **Evaluate and Apply Programming in Research Driven Decision Making:** Students will understand the significance of research in addressing business challenges and enhancing decision-making and apply appropriate research methods and statistical tools to collect, analyze, and interpret data effectively. | |

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| **4.0** | **INTRODUCTION TO COURSE** |
| The Business Research Methods course for the program equips students with the knowledge and skills to conduct impactful research for business decision-making. Aligned with the New Bloom’s Taxonomy, the course progresses from foundational concepts to advanced application, emphasizing understanding research processes, applying statistical tools, analyzing data, and evaluating outcomes. Students will also develop the ability to create comprehensive research reports and strategic insights, preparing them to address complex business challenges effectively and contribute to organizational success. | |

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| **5.0 - A** | | **Course Outcomes**  **Note: The Outcomes must comply with Blooms Taxonomy verbs for Level 4,5 or 6** |
| **CO1** | Understand the principles and processes of business research to identify and address organizational challenges. | |
| **CO2** | Apply appropriate statistical tools and techniques to analyze research data and derive actionable insights. | |
| **CO3** | Evaluate the reliability and validity of research findings for informed decision-making. | |
| **CO4** | Analyze complex business problems using research methodologies to develop strategic solutions | |

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| **5.0 - B** | | **Tools to achieve the Course Outcomes** |
| **CO1** | **Lecture, Case study discussions, Tutorials, Group Project** | |
| **CO2** | **Lecture, Case study discussions, Tutorials, Class assignments** | |
| **CO3** | **Lecture, Case study discussions, Tutorials, Business recommendation report** | |
| **CO4** | **Lecture, Case study discussions, Tutorials** | |

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| **6.0 -** | | | **CO-PO, PSO correlation**  **(3=High, 2=Medium, 1=Low)** | | | | | | | |
|  | **PO1** | **PO2** | | **PO3** | **PO4** |  | **PSO1** | **PSO2** | **PSO3** | **PSO4** |
| **CO1** | **3** | **3** | | **3** | **3** |  | **3** | **3** | **2** | **2** |
| **CO2** | **2** | **3** | | **2** | **2** |  | **2** | **3** | **2** | **3** |
| **CO3** | **2** | **3** | | **2** | **2** |  | **2** | **3** | **3** | **3** |
| **CO4** | **2** | **3** | | **3** | **3** |  | **2** | **3** | **2** | **3** |

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| **7.0 - A** | | | **Syllabus topics** | |
| **1** | Fundamentals of Business Research | | | |
| **2** | Research Design & Methods | | | |
| **3** | Measurement and Scaling Techniques | | | |
| **4** | **Data Analysis for drawing inferences** | | | |
| **5** | **Report Writing** | | | |
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| **7.0 - B** | | | | **Learning references – Suggested reading materials** |
| **Recommended Textbooks** | | Doing Social Research by Therese L. Baker, Mc Graw Hill India Ltd, 3e  Business Research Methods by William Zikmund, Cengage Learning, 7 e  Research Methodology by C R Kothari, New Age International, 2e  Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e  Multivariate Data Analysis by Joseph F. Hair,William C. Black, | | |
| **Publications/ Journals** | |  | | |
| **Recommended websites** | | **URL: search.ebscohost.com** | | |
| **Referencing standards** | | [**http://libraryguides.vu.edu.au/c.php?g=386501&p=2622078#s-lg-box-wrapper-9597600**](http://libraryguides.vu.edu.au/c.php?g=386501&p=2622078) | | |
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| **Note:** | | **Class Norms for students.** |
| **Student Roles and Responsibilities** | * **Be regular in class & enter the class on time. I expect 100% attendance.** * **You are expected to be alert in the class, do not engage in crosstalk with other colleagues.** * **Classes will be more meaningful if you make good preparations and read all the reading material given to you very well. Digital Library and the college library are your best assets. Use it!!!!** * **Be on time, for individual & group assignments, Stick to the deadlines. If you miss it, you miss it.** * **If you missed any internal assessments (including mid-term), a make-up test is only given in the last week prior to the end term, if the internal total score is less than 50%. (This however requires a satisfactory attendance and conduct in the class.)** | |
| **Student Privileges and Support** | * **You can look forward to access & support from, not dependence on faculty.** * **You are encouraged to question and challenge views, ideas, and logic of the faculty through providing your logic. You can also express your beliefs. However, beliefs without reason may be hard to deal with.** * **You are encouraged to make suggestions in the class to make the course more meaningful.** * **You can seek outside class time from faculty for discussing any issue related to the course.** * **You have the right to disagree with the faculty on any issue. If the issue needs a decision, faculty’s decision will be final.** | |

**8.0**

**Session plan - Lectures**

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|  |  | **Session #** | | **1,2,3,4,5 & 6** | **Session duration (Hours)** | **1.25** | |
| **Topic** | | Fundamentals of Business Research | | | | | |
| **Pre-session Reading** | | Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e | | | | | |
| **Classroom Session** | | 1. Introduction to Business Research, Definitions, Nature, Scope 2. Different types of research: Theory research, Problem solving research, Social indicators research, Descriptive, Exploratory and Causal research. 3. Concepts, Variables, and planning research for objectives and Significance 4. What is research problem and how it is different from applying common sense?   Inductive and Deductive Research | | | | | |
| **Group Work (in classroom)** | |  | | | | | |
| **Conceptual/ Exercises/ Application Exercises/ Case Study** | | Post-class work on each module & concepts.  Readings of relevant articles | | | | | |
| **Learning outcomes** | | Understand the importance and implication of business research methods.  Understand the different types of research.  Understand the difference between concepts, constructs, variables.  Understand the implication of problem identification, conceptualization, operationalization, and analysis; and its relevance to business research.  Understand the difference between deductive and inductive research. | | | | | |
| **Name of Assessment (if any)** | |  | | | | | |
| **Assessment Marks** | | **15** | **Learning (& assessment if applicable) associated to the Course Outcome #:** | | | | **1** |

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|  |  | **Session #** | | **7-13** | **Session duration (Hours)** | **1.25** | |
| **Topic** | | **Research Design & Methods** | | | | | |
| **Pre-session Reading** | | Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e | | | | | |
| **Classroom Session** | | 1. Research Design 2. Qualitative Research: Focus Group, Depth Interview, observations and Case Studies 3. Survey Methods: Advantages and Disadvantages of Survey Research 4. Introduction to Sampling Techniques & Questionnaire 5. Experimental and Quasi Experimental design 6. Basic Concepts of Hypotheses Testing   Types of Errors: Type I error and Type II error | | | | | |
| **Group Work (in classroom)** | |  | | | | | |
| **Conceptual/ Exercises/ Application Exercises/ Case Study** | | Post-class work on each module & concepts.  Readings of relevant articles | | | | | |
| **Learning outcomes** | | Understand what is research design and its implication for business research.  Understand the various types of research design.  Understand the meaning of hypothesis and its role in business research. | | | | | |
| **Name of Assessment (if any)** | |  | | | | | |
| **Assessment Marks** | |  | **Learning (& assessment if applicable) associated to the Course Outcome #:** | | | | **2** |

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|  |  | **Session #** | | **14-16** | **Session duration (Hours)** | **1.25** | |
| **Topic** | | Measurement and Scaling Techniques | | | | | |
| **Pre-session Reading** | | Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e | | | | | |
| **Classroom Session** | | * Measurement Scales- Types of scales * Sources of Error in Measurement * Data reliability and Data validity * Application of different Scales * Methods of Data Collection * Types of data: Primary data, archival data and Secondary data | | | | | |
| **Group Work (in classroom)** | |  | | | | | |
| **Conceptual/ Exercises/ Application Exercises/ Case Study** | | Post-class work on each module & concepts.  Readings of relevant articles | | | | | |
| **Learning outcomes** | | Understand the different types of scales and its application  Understand the importance and implication for data reliability and validity.  Understand the applicability of various data collection methods. | | | | | |
| **Name of Assessment (if any)** | |  | | | | | |
| **Assessment Marks** | |  | **Learning (& assessment if applicable) associated to the Course Outcome #:** | | | | **2** |

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|  |  | **Session #** | | **17-22** | **Session duration (Hours)** | **1.25** | |
| **Topic** | | **Data Analysis for drawing inferences** | | | | | |
| **Pre-session Reading** | | Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e | | | | | |
| **Classroom Session** | | Hypotheses Testing Analysis  Types of Descriptive Statistics: Mean, Median, Mode, Variance, Coefficient & SD  Types of Inferential Statistics: One Sample T Test, Two Sample T Test and Paired Sample T Test. Chi-square Test and F Test  Analysis of Variance (ANOVA)  Fundamentals of Regression Analysis | | | | | |
| **Group Work (in classroom)** | |  | | | | | |
| **Conceptual/ Exercises/ Application Exercises/ Case Study** | | Post-class work on each module & concepts.  Readings of relevant articles | | | | | |
| **Learning outcomes** | | Understand the application of hypothesis testing  Understand application of descriptive and inferential statistics  Understand fundamentals of regression analysis | | | | | |
| **Name of Assessment (if any)** | |  | | | | | |
| **Assessment Marks** | |  | **Learning (& assessment if applicable) associated to the Course Outcome #:** | | | | **2** |

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|  |  | **Session #** | | **23-24** | **Session duration (Hours)** | **1.25** | |
| **Topic** | | **Report Writing** | | | | | |
| **Pre-session Reading** | | Business Research Methods by Alan Bryman & Emma Bell; Oxford University Press, 3e | | | | | |
| **Classroom Session** | | Different Steps in Writing Report  Layout of the Research Report  Types of Reports  Procedure of Writing Research Report | | | | | |
| **Group Work (in classroom)** | |  | | | | | |
| **Conceptual/ Exercises/ Application Exercises/ Case Study** | | Post-class work on each module & concepts.  Readings of relevant articles | | | | | |
| **Learning outcomes** | | Understand the different types of reports  Understand the steps in writing research reports. | | | | | |
| **Name of Assessment (if any)** | |  | | | | | |
| **Assessment Marks** | |  | **Learning (& assessment if applicable) associated to the Course Outcome #:** | | | | **2** |

**9.0**

**Session plan - Tutorials**

**10.0**

**Assessments to measure CO attainment.**

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| **5.0 - A** | | **Course Outcomes**  **Note: The Outcomes must comply with Blooms Taxonomy verbs for Level 4,5 or 6** |
| **CO1** | Understand the principles and processes of business research to identify and address organizational challenges. | |
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| **CO4** | Analyze complex business problems using research methodologies to develop strategic solutions | |

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| **Planned Assessments** | | **Planned Assessments with CO linkage** | | | | |
| **#** | **Assessment** | **CO 1** | **CO 2** | **CO3** | **CO 4** | **Total** |
| **1** | **Quiz** | **5** | **5** | **5** | **5** | **20** |
| **2** | **Group Project** | **10** | **10** | **5** | **10** | **35** |
| **3** | **Assignment** | **5** | **5** | **5** | **0** | **15** |
| **4** | **End Term**  **written exam** | **0** | **10** | **10** | **10** | **30** |
|  | **Total** | **20** | **30** | **25** | **35** | **100** |

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| **CO # - to be tested for attainment** | **Assessment** | **Marks** | **Assessment description** |
| **1,2,3,4** | **Quiz** | **15** |  |
| **1,2,3,4** | **Group Project & Viva** | **35** |  |
| **1,2,3,4** | **Assignment** | **20** |  |
| **2,3,4** | **End Term**  **written exam** | **30** |  |

**Note:**

**After the End-term grading has been completed,**

**Content listed below needs to be provided to Academic Office to be appended to this Course file**

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| **After End term Grading – - to the approved hard copy of this Course file - Append the Second set of documents listed below** | |
| **Course Delivery details** | 1. **Copies of all Assessments.** |
| 1. **Copy of learning materials provided to students.** |
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| 1. **Class Attendance & Grade distribution pattern** |
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| **Future Improvement plan** | 1. **Note on Innovation and creativity** |