



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-2 (MBA)

Subject: Research Methods for Managers - MBAXX12508

Type of course: Multidisciplinary

Prerequisite:

Basic knowledge of Computer and Statistics

Rationale:

The rationale of this course is to familiarize the students with the concepts, framework and design for undertaking research project in business as well as to enhance the understanding of application of research in different set ups.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<p>Research Methodology: An Introduction</p> <ul style="list-style-type: none"> ● Meaning ● Definitions ● Objectives ● Types of Research ● Research Methods versus Methodology ● Research Process ● Criteria of Good Research 	15	25
2	<p>Research Problem and Research Design</p> <ul style="list-style-type: none"> ● Meaning ● Selecting a Problem ● Technique Involved in Defining a Problem ● Meaning of Research Design ● Important Concepts Relating to Research Design ● Different types of Research Designs 	15	25
3	<p>Sampling Fundamentals and Data Collection</p> <ul style="list-style-type: none"> ● Meaning ● Need ● Definitions ● Types ● Data Collection Methods ● Scaling Techniques ● Hypothesis Testing 	15	25
4	<p>Interpretation and Report Writing</p> <ul style="list-style-type: none"> ● Meaning of Interpretation ● Technique Of Interpretation ● Significance Of Report Writing ● Different Steps In Writing Report ● Layout Of The Research Report ● Types Of Reports ● Precautions For Writing Research Reports 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Review of Literature The students have to prepare at least 30 LR on a problem statement defined by the concerned faculty. Students are required to Upload it on GMIU Web Portal.	10
2	Hypothesis Testing Students are required to create different Hypothesis statements and test them once it's proven; students are required to upload it on GMIU Web Portal.	10
3	Sampling Students will prepare a list of different Sampling Methods with examples of each and Upload it on GMIU Web Portal.	10
4	Data Collection Students will create different types of Data Collection Methods with Examples of each and upload it on GMIU Web portal.	10
5	Research Report Faculty will provide a problem statement and students are required to carryout research on it and submit a research report on GMIU Web portal.	10
Total		50

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	20%	30%	10%	-	20%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Define research problem in business functions
CO2	Acquire the ability to recognize and apply research design and methodology for chosen research problem
CO3	Gain understanding for defining population and selecting appropriate sample with the help of proper sampling technique
CO4	Develop a questionnaire with insertion of scale in it based on the problem of the study

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

1. Cooper D and Schindler P- Business Research Methods, Tata McGraw-Hill, Latest Edition
2. Bryman A and Bell E- Business Research Methods, Oxford University Press, Latest Edition
3. Kothari C R, Research methodology: Methods and Techniques, 2nd Revised Edition
4. Saunders- Research Methods for Business Students, Pearson Education, 3rd edition.

