



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-5 (BBA)

Subject: Research Methodology– BBAXX15322

Type of course: Minor

Prerequisite:

Students should have foundational knowledge of business management principles and basic statistical concepts.

Rationale:

The course aims to equip students for designing studies, analyzing data, and interpreting findings. A basic understanding of the subject area helps frame research questions, while critical thinking ensures logical evaluation of information. Academic writing is essential for documenting research, and statistical/computer skills aid in data analysis. These foundational skills enable students to conduct systematic and credible research effectively.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI | T | P | | C | SEE | CCE | |
| | | | MSE | | | ALA | |
| 4 | 0 | 0 | 4 | 100 | 30 | 70 | 200 |

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

| Sr. No | Course Content | Hrs. | %Weightage |
|--------|---|------|------------|
| 1 | Introduction to Research: Meaning of Research, Role of Research in Business, Value of Information, Cost of Information Decision to Conduct Research, Research Design, Types of Research, Research Process. | 15 | 25 |
| 2 | Sources of Data Collection: Primary and secondary data - Sources of Secondary Data Primary Data Collection: Observation and Its Different Types, Selection of Method of Data Collection, Qualitative Research Methods: Focus Group, Behavior Mapping, Consumer Journey, Delphi Study, Extreme Users Interview, Quantitative Research Methods: Various Types of Interviews: Mail Interview, Person to Person Interviews, Telephonic Interviews. Data collection using Electronic Interface like the Internet, Format of Questionnaire. | 15 | 25 |
| 3 | Sampling: Population Defined, Sampling Frame, Sampling Vs. Census, steps in Selecting a Sample. Types of Sampling Methods. Determination of Sample Size, Concepts of Errors in Research | 15 | 25 |
| 4 | Report Writing and Evaluation: Introduction, Meaning of Report Writing, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing. | 15 | 25 |

Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------|--|-------|
| 1 | Topic and Problem Identification: Students will select a broad area of interest and narrow it down to a specific research topic. They will define a clear research problem and write a short note explaining its relevance and scope. Upload the PDF on GMIU Web Portal. | 10 |



| | | |
|-------|---|----|
| 2 | Review of Literature: Students will identify and summarize five relevant research articles, papers, or credible sources related to their research problem. They will compile the key findings, gaps, and relevance to their topic. Upload the PDF on GMIU Web Portal. | 10 |
| 3 | Questionnaire Preparation: Students will develop 2–3 specific research objectives based on their selected topic and literature review. They will also prepare a basic questionnaire (minimum 8–10 questions) that aligns with their research objectives for data collection. Upload the PDF on GMIU Web Portal. | 10 |
| 4 | Research Design and Methodology: Students will describe the research design (qualitative, quantitative, or mixed), sampling technique, data collection tools (survey/interview), and ethical considerations they plan to use. Upload the PDF on GMIU Web Portal. | 10 |
| 5 | Data Collection and Analysis: Students will collect a small set of primary data (10 responses) using their selected tool. They will present the data in tables or graphs and briefly analyze the key findings. Upload the PDF on GMIU Web Portal. | 10 |
| 6 | Research Paper Compilation: Students will compile all previous activities into a structured research paper including abstract, introduction, literature review, objectives, methodology, data analysis, findings, and conclusion. Upload the final research paper in PDF format on GMIU Web Portal. | 10 |
| 7 | Attendance | 10 |
| Total | | 70 |

Suggested Specification table with Marks (Theory): 100

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

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 | Understand the fundamentals of research, its role in business, and the decision-making process. |
| CO2 | Identify and apply appropriate data collection methods using primary and secondary sources. |
| CO3 | Analyze sampling techniques and determine the appropriate sample size for research. |
| CO4 | Develop well-structured research reports following professional writing principles. |

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. 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] "Research Methodology: Methods and Techniques" – C.R. Kothari & Gaurav Garg
Covers research design, sampling, and data collection techniques in detail.
- [2] "Business Research Methods" – Donald R. Cooper & Pamela S. Schindler
Focuses on research processes, data collection, and report writing for business applications.
- [3] "Marketing Research: An Applied Orientation" – Naresh K. Malhotra
Explains qualitative and quantitative research methods with real-world examples.
- [4] "Research Methods for Business: A Skill-Building Approach" – Uma Sekaran & Roger Bougie
Practical approach to conducting business research with case studies.

