

OBE based Teaching Lesson Plan 2019-20

Program: M.Com (International Business)

Course Name: Business Research Methodology

Course Code: P4 15 AR 202

Semester: II

Lecture hours: 45

Faculty in-charge: Dr. Poornima Vijaykumar

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Explain the Research process for a hypothetical topic of research.	T2
CO2.	Design review of literature under conceptual framework/theoretical framework/chronological order so as to identify the research gap and question.	T6
CO3.	Explain the process and usual content of Research design for a hypothetical topic of research.	T2
CO4.	Differentiate from one to other methods of collecting primary and secondary data for given study.	T4
CO5.	Choose appropriate tool of analysis of data for testing of hypothesis.	T5
CO6.	Develop a research report for research article, Project report and Thesis.	T6

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	Level
Module 1: Research- Meaning, Purpose, Scientific method, Types of Research; Scope of Business Research. Terms, concepts and Definitions used in Research Methodology, Variables and parameters. The Research Process. MRQH;	CO1	6	Read Research Process and its application in business decision-making	Lecture, Discussion, Presentation, Case Analysis using research articles	Case Analysis/ Quiz	T2
Module 2: Review of Literature- Need, Purpose, Notes taking. Research Gap, Research Problem, E-Resources and their usage - useful websites for Management research - Search Engines - Important Web Sources: CSO, NSSO, RBI, World Bank, ILO, IIM, ICSSR, NCAER, INFLIBNET, CMIE, India Stat,	CO2	10	Read on different types of literature reviews	Lecture, Discussion, Presentation, Case Analysis using research articles	Case Analysis & Library search for online resources	T6

Open access Journals, Research Institutes Repository etc.						
Module 3: Research Design- Meaning, nature, process of preparation, components of Research Design. Sampling Techniques: Sampling methods, Concept of Sampling Distribution.	CO3	6	Read Research Process and its application in business decision-making	Lecture, Discussion, Presentation , Case Analysis using research articles	Case Analysis/ Quiz	T2
Module 4: Data- Sources of data, Methods and tools of Data collection; Observation, Mailing; Interviews and Schedules, Questionnaires, Scales and Rating, Sociometry, Pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.	CO4	6	Read Research Process and its application in business decision-making	Lecture, Discussion, Presentation , Case Analysis using research articles	Case Analysis/ Quiz	T4
Module 5: Formulation of Hypothesis- Testing of hypothesis; Confidence	CO5	10	Read Hypotheses Testing its	Lecture, Discussion, Presentation , Case Analysis	Case Analysis/ Quiz	T5

<p>Intervals, Standard Error, Uses of z, t and Chi-square tests. Analysis of data; Statistical techniques and their uses. Use of SPSS and other statistical software packages. ANOVA, Factor Analysis, Cluster Analysis, Discriminate Function Analysis, Multi-dimensional Scaling.</p>			<p>applicati on in business decision-making</p>	<p>using research articles</p>		
<p>Module 6: Report Writing- Planning report writing work: Target audience, Types of report, Synoptical outline of chapters; Research Proposals; Steps in drafting dissertations. Bibliography- Citation- Impact Factor. Editing features - Formatting Text, Aligning paragraph and page size, Tab settings. Research presentation layout. Funding Agencies in Social Science Research: UGC, ICSSR, Planning</p>	<p>CO6</p>	<p>7</p>	<p>Read on different types of reports used in business</p>	<p>Lecture, Discussion, Presentation , Case Analysis using research articles</p>	<p>Case Analysis and Library search</p>	<p>T6</p>

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Continuous Internal Assessment:

- December 2nd – 8th: Assignment based on Case Analysis – 10 marks
- February 19th – 23rd: Quiz / Online Test – 10 marks

Books for Reference:

- “Business Research Methods” - Donald R. Cooper & Pamela S. Schindler, 2006. Tata McGraw-Hill.
- “Methodology of Research in Social Sciences”- O.R. Krishnaswamy & M. Ranganatham, 2008. Himalaya Publishing House.
- Israel D. Data Analysis in Business Research: A step by-step Nonparametric Approach, Sage Publications, New Delhi.
- Research Methodology: Methods and Techniques” C. R. Kothari, 2008. New Age International Publishers.
- “Methodology and Techniques of Social Research” - P. L. Bhandarkar & T.S. Wilkinson, 2009. Himalaya Publishing House.
- “Business Research Methods” - Alan Bryman & Emma Bell, 2008. Oxford University Press – India Edition.
- “Business Research Methods” - William G. Zikmund, 2009. Cengage Learning – India edition.
- Business Research: A Practical Guide for Undergraduates & Postgraduates “Jill Collis & Roger Hussey, 2009. Palgrave Macmillan – India.
- “Research Methodology – A Step-By-Step Guide for Beginners” -- Ranjit Kumar, 2008. Pearson Education.

Approved by: OBE Team