



**Mahatma Gandhi University
Kottayam**

Programme	Bachelor in Business Administration (Honours)					
Course Name	Business Research Methodology					
Type of Course	CORE COURSE					
Course Code	MG3CCRBBA202					
Course Level	NA					
Course Summary	<p>Business Research Methodology provides an in-depth understanding of the fundamental concepts and applications of research methods in business. This course covers various research designs, data collection methods, statistical techniques, and the process of writing research reports. Through this curriculum, students will develop the skills required to design sound research, effectively collect and analyse data, and communicate research findings comprehensively.</p> <p>Course Objectives:</p> <ol style="list-style-type: none">1. To grasp the fundamentals of research methodology and apply them in various research or project works.2. To identify and utilize appropriate research methods aligned with research objectives.3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.4. To learn the intricacies of interpreting data and writing comprehensive research reports.					
Semester	3	Credits			4	Total Hours 75
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	1	0	

Pre-requisites, if any	NA
-------------------------------	----

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No:
1	To grasp the fundamentals of research methodology	U	2
2	To identify and utilize appropriate research methods aligned with research objectives.	U	2
3	To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.	A	1
4	To learn the intricacies of interpreting data and writing comprehensive research reports.	A	4

COURSE CONTENT

Module	Course description	Hrs	CO No.
1: Introduction		7 Hrs	
1.1	Introduction to Research, history, evolution.	1	CO1
1.2	Types of scientific inquiry and research- Fundamental, Pure or Theoretical Research Applied Research, Descriptive Research, Evaluation Research, Experimental Research, Survey Research, Qualitative Research, Quantitative Research, Historical Research.	2	CO1
1.3	Ethical considerations in research, process of research, characteristics and components of good research work.	4	CO1

2: Formulating the Research Problem			14 Hrs
2.1	Formulate research problems-Selecting and analysing the research problem, problem statement formulation, formulation of hypothesis.	5	CO2
2.2	Conduct literature reviews- purpose, sources, and importance - literature review procedure.	5	CO2
2.3	Develop research questions and objectives, process of creating effective research designs- Exploratory, Descriptive, Casual research Design, Components of research design.	4	CO2
3: Measurement and Data Collection			15 Hrs
3.1	Variables in Research, Measurement and scaling- Different scales, Construction of instrument, Validity and Reliability of instrument.	4	CO3
3.2	Data Collection methods – primary and secondary data	3	CO3
3.3	Construction of questionnaire and instrument – validation of instruments, interviews, and observations.	5	CO3
3.4	Sample size determination - Sample design and sampling techniques.	3	CO3
4: Data Analysis and Interpretation			9 Hrs
4.1	Processing of Data: Editing of Data, Coding of Data, Classification of Data.	2	CO4
4.2	Qualitative vs Quantitative data analyses, Univariate, Bivariate and Multivariate statistical techniques.	3	CO4
4.3	Research report, Different types, Contents of report, executive summary, chapterization, contents of chapter, Report writing- Layout of the Research Report, Precaution for Writing Research Reports, Referencing styles and bibliography	4	CO4
4.4	Practical assessment specified in the syllabus	30	CO2 CO3 CO4

References

Text Books (Latest Editions):

Textbooks and (Latest Edition):

1. Malhotra, N. K., Nunan, D., & Birks, D. F. , Marketing research. Pearson UK.
2. Research Methodology by Ranjit Kumar.
3. Research Methods for Business by Uma Sekaran.
4. Methodology of Research by C.R. Kothari.
5. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
6. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH.
7. Bhandarkar, P.L. & Wilkinson, T.S. (2016). Methodology and Techniques of Social Research. Himalaya Publishing House, Mumbai

Practical Assessment:

Mini Research Project (Individual or Pair Work)

- Task: Students design and execute a small research study on a business-related topic (e.g., consumer buying behavior, employee satisfaction, online shopping trends) and prepare a report.
- Submit a 15- 20 page research report containing:
 - Title, Introduction, Objectives
 - Review of Literature (brief)
 - Hypothesis
 - Methodology (sampling, tools)
 - Data collection and analysis (statistical method)
 - A detailed presentation explaining their approach, tool used, challenges faced, and key findings.
 - Viva can be individual or in small groups.

ASSESSMENT

Continuous Comprehensive Assessment(CCA) - Maximum Marks: 30

Sl. NO	Component	Activity	Max. Marks
1	Tests	For testing CO-based learning domains	10
2	Mini project	Assessment methods specified in the syllabus	15

3	Group or individual presentation with viva voce	Presentation of project report	5
Total Marks			30

End Semester Assessment(ESE) Maximum Marks: 70

Sl. NO	Component	Activity	Max. Marks
2	Written Examination 2 Hrs	<p>Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).</p> <p>Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).</p> <p>Long Essay (a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)</p>	<p>5x3=15</p> <p>3x5=15</p> <p>2x20=40</p>
Total Marks			70

Syllabus