



# Calcutta Business School

**Post Graduate Diploma in Management**

**Batch : 2020-22 Term: III**

**TITLE OF THE COURSE: BUSINESS RESEARCH METHODOLOGY  
(CREDIT :3; HOURS: 30, CLASSES : 20; COURSE CODE : DM 21304)**

<b>Name of the Faculty</b>	<b>Email</b>	<b>Telephone Number</b>
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## **Introduction:**

The course focuses on identifying, defining and trying to find solutions to research problems in contemporary business practices. Different research methodologies and designs are explained in the course. Essential constituents of literature review are elaborated in the course. Basic principles of experimental design are illustrated. Hands on statistical and analytical tools and technique (using SPSS upon secondary dataset) are introduced. Critical issues of ethics in business are emphasized. A major feature of the course is students forming small groups and collecting primary data during Students are required to design questionnaire through interaction with self-help groups, come out with solutions to specific research questions and submit project report. In general, Business Research Methods introduces students to the nature, scope, and

significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the course's textbooks and selected scholarly and peer reviewed sources.

**Prerequisite:**

There are no official prerequisites; however, students will be required to identify appropriate statistical methods in the methodology section of their project.

**Course Objectives:**

The student will be able to select a research topic, conduct initial research to develop appropriate problem statements, research questions, and hypotheses so that an appropriate research method can be selected. The student will also be able to develop a literature review and a research methodology based on the selected topic. Additionally, students will use specified manuscript requirements in preparing scholarly research proposals. Students will demonstrate mastery by achieving 80% on each assignment, as outlined in the various learning weeks.

This course introduces the basics of business research. After completing this course, a participant can expect the following:

- Enhanced knowledge and skills to carry out research for businesses
- Better awareness of business research methods enabling the participant to critically evaluate research, and become more informed consumers of research

**Pedagogy**

The course will employ a mix of lectures and assignments. A few case studies may also be used to demonstrate the application of some techniques. The course will have a practical approach so that the students can understand the intricacies of carrying out research, and also become discerning consumers of business research.

**Course Learning Outcomes:**

Upon successful completion of the course, the students should be able to understand/analyse/use

- Issues related to identifying and formulating problems for research
- Literature for a research project from primary, secondary and tertiary sources
- Key differences between qualitative and quantitative research
- Ethical issues that arise in business research
- Sampling techniques, data collection, questionnaires design and analysis
- Statistical and analytical tools and technique
- Qualitative data analysis including participant observation, interviews
- Forecasting methodologies , tools and techniques
- Produce clearly structured research reports

### **Classroom policies**

The contact sessions are a mixture of lectures, discussions, and exercises. For each of the contact sessions **you are expected to have read** the relevant chapters from the text book. You are also expected to be able to, **discuss the topics in class**. Active participation in class can earn you extra credit.

To ensure a pleasant working environment:

- Please arrive on time.
- Please come with preparation.
- Please keep cell phones on silence or vibrate.
- Please be active! Ask questions, give your opinions. All ideas are welcome in the classroom and are open to debate.
- Please remember to express your ideas in a way that is respectful to others.

### **Attendance:**

Students will be expected to attend all the sessions and contribute to the class –minimum 75% attendance is compulsory to appear the End Term Examination. If you do miss a class it is your responsibility to get notes, assignments, exercises, or other materials from another student.

### **Course Evaluation:**

The learning of participants will be assessed through the following means:

- a. Class Participation and Attendance : 10%**

- b. Two Quizzes : 30%**
- c. Project Work: 20%**
- d. End-Term Examination: 40%**

Course Instructor: Dr. Suman Kumar Dawn & Prof. Sanjib Bisaws

**Cases:**

- (i) Ford KA (A) : The Market research Problem : INSEAD , Code : INS 701
- (ii) How Social Cause Marketing Affects Consumer Perceptions : Bloom, Hoeffler, Keller & Mera , MIT Sloan Review
- (iii) Zenith : Marketing Research for High Definition Television (HDTV: Harvard Business School Code : 9-591-025

**Course Outline** The course will cover qualitative as well as quantitative research techniques. It will encourage the students to use both primary and secondary data. The specific topics to be covered, and the relevant chapter to study from the textbook, are given below:

<b>sessions</b>	<b>Contents</b>	<b>Contact hrs( 30)</b>
1	<b>Introduction to BRM:</b> <ul style="list-style-type: none"> <li>• Meaning and significance of research.</li> <li>• Importance of scientific research in business decision making.</li> <li>• Types of research and research process.</li> <li>• Identification of research problem and formulation of hypothesis.</li> <li>• Research Designs</li> </ul>	4.5 hrs
2	<b>Measurement and Data Collection.</b> <ul style="list-style-type: none"> <li>• Primary data</li> <li>• Secondary data</li> <li>• Design of questionnaire</li> <li>• Sampling fundamentals and sample designs.</li> <li>• Measurement and Scaling Techniques</li> <li>• Data Processing</li> </ul>	4.5hrs
3	<b>Data Analysis – I:</b> <ul style="list-style-type: none"> <li>• Hypothesis testing</li> </ul>	6hrs

	<ul style="list-style-type: none"> <li>• Z-test, t-test, F-test, chi-square test.</li> <li>• Analysis of variance.</li> <li>• Non-parametric Test – Sign Test, Run test, Krushall – Wallis test</li> </ul>	
4	<p><b>Data Analysis – II:</b></p> <ul style="list-style-type: none"> <li>• Factor analysis.</li> <li>• Multiple Regressions Analysis.</li> <li>• Discriminant Analysis (Concept)</li> </ul> <p><b>Report writing and presentation:</b></p> <ul style="list-style-type: none"> <li>• Research Report, Types and significance</li> <li>• Structure of research report</li> <li>• Presentation of report</li> </ul>	15 hrs
	Case analysis and self-study assignments are compulsory	
	<p><b>Practical Aspect : Students are expected to use relevant software package to learn the following :-</b></p> <p>(I) Draw frequencies, bar charts, histogram.</p> <p>(ii) Creating and editing graphs and charts.</p> <p>(iii) Bi-variate correlation.</p> <p>(iv) The t-test procedure.</p> <p>(v) Non-parametric Tests : Chi-square Test.</p> <p>(vi) One way ANOVA Procedure.</p> <p>(vii) Simple Regression, Multiple Regression, Reliability Analysis, Factor Analysis.</p>	

## Text

1. Business Research Methods: Prahlad Mishra : Oxford University Press
2. Research Methodology: Methods & Techniques: C.R. Kothari, New Age International Publishers

## References:

1. **Research Methods for Business Students:** Mark Saunders, Philip Lewis, Adrian Thornhi (Pearson Education Ltd)
2. Research Methods for Business Students: Mark Saunders, Philip Lewis, Adrian Thornhi (Pearson Education Ltd)
3. Research Methods: A Modular Approach (Sherri L. Jackson: Jacksonville University Australia)
4. Business Research Methods –William G Zikmund - 7th Edition- Cengage Learning
5. Business Research Methods – Dr. Sue Greener
6. SPSS for Windows – Step by Step – Darren George and Paul Mallery – 11th Edition, Pearson Publication.