RESEARCH METHODOLOGY
23MBPC523

(COURSE HANDBOOK)

MBA

COURSE HEAD:

Asst. Prof. Suchithra

1. GENERAL INFORMATION

Welcome to Research Methodology!

This course offers a foundational exploration of research methodology, equipping aspiring researchers and professionals with the essential tools and techniques to conduct systematic, ethical, and impactful research. Throughout this course, you will engage with various research frameworks, practical applications, and critical thinking techniques that are indispensable for effective decision-making and problem-solving in today's data-driven world.

The curriculum is structured into five comprehensive modules, each designed to build sequentially. You will begin with an introduction to the fundamentals of research, including its meaning, purpose, and significance, followed by an in-depth study of the research process. This includes defining research problems, formulating hypotheses, designing research proposals, and understanding sampling techniques. The subsequent modules delve into data collection methods, data analysis, interpretation, and report writing, emphasizing the role of ethics and best practices in research. Practical activities and case studies will accompany each topic to enhance your ability to apply theoretical knowledge to real-world research challenges.

As you progress through the course, you will be encouraged to actively participate in discussions, collaborative projects, and scenario-based exercises. These activities are designed to deepen your comprehension and build essential skills such as analytical thinking, problem-solving, and effective communication. We place a strong emphasis on hands-on learning; therefore, you will undertake skill-building tasks and introspective assignments that align with the course content, enabling you to master the nuances of research methodology.

We hope this course will not only provide you with a robust understanding of research concepts but also inspire you to apply these insights in academic and professional settings. Please familiarize yourself with this handbook, as it contains essential information regarding assessments, learning outcomes, and resources to support your learning journey. We look forward to a productive and enriching semester together!

1.1. Course Objectives

- o **Impart Understanding of Research Design:** Impart a comprehensive understanding of the basic components of research design and its importance in conducting effective research.
- o **Familiarize with Applications of Research Methods:** Familiarize students with the various applications of research methods in different business contexts.
- o **Equip with Research Analytical Tools:** Equip students with the knowledge of various research analytical tools used in business research for informed decision-making.
- o **Enhance Data Interpretation Skills:** Enhance students' ability to interpret data results effectively, enabling them to draw accurate and actionable conclusions.

1.2.Course Outcomes

- CO1: Understand various research types, methodologies and their application in business.
- CO2: Apply concepts of research methodology to solve business problems.
- CO3: Apply the suitable data collection method and hypothesis testing tools for business research
- CO4: Analyse and interpret the data by applying appropriate statistical and analytical techniques.
- CO5: Analyse the research data using scaling techniques for report writing.

1.3.Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

Key Text Books:
1. CR Kothari, "Research Methodology", 4th Edition, New Age International Publishers, 2019.
2. Donald R. Cooper, Pamela S Schindler & J K Sharma, "Business Research Methods", 12th Edition, McGraw Hill Publishers, 2018.
3. S.N. Murthy & U. Bhojanna, "Business Research Methods" 3rd Edition, Excel Books, 2016.

Reference Book:
1. M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015.

2. THE COURSE

2.1.Course Description

RESEARCH METHODOLOGY			
Semester	**II**	CIE Marks	**50**
Course Code	**23MBPC523**	SEE Marks	**50**
Teaching Hours/Week (L:T:P)	**4:0:0**	Exam Hrs	**03**
Total Hours	**52**	Credits	**04**

The Research Methodology course is designed to provide students with foundational knowledge in research principles and methods. The course will run for 13 weeks during Semester 1 and consists of 5 modules that cover essential topics in research design, data collection, analysis, and interpretation, as well as their application in business and organizational contexts. Each week includes 4 lectures, delivered by Ms. Suchithra, focusing on theoretical concepts, practical applications, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

2.2.Initiating Contact with Staff and Other Students

We encourage open communication and value your inquiries about the Course. However, given the large number of students in this course, we encourage that you use email, office hours of faculty and any other forms of correspondence thoughtfully. Before reaching out with administrative questions, please check if your query has already been addressed in previous communications or in the materials provided in this handbook and on our website. Additionally, we encourage you to engage with your peers for discussions and collaborative learning, as this will enhance your understanding of the course material and foster a supportive academic community.

2.3.Resources

Resources go beyond just books - they include dynamic tools like digital libraries, e-learning platforms, and research databases. These modern learning environments offer anytime, anywhere access to academic materials, interactive courses, and cutting-edge research, empowering students to explore knowledge and excel in their fields.

Students can access a variety of resources through the college website. These include the VTU Consortium, e-learning platforms, and additional sources like open-access repositories, government portals (e.g., NPTEL, NDLI), These digital tools provide access to e-books, research papers, video lectures, and interactive tutorials, offering flexible and comprehensive learning environments.

E-learning and digital library can be accessed via the college website https://mite.ac.in/ (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

2.4.Staff

Course Convenor: Prof. Suchithra
Cabin: 3rd floor, PG Block
Email: Suchithra@mite.ac.in

2.5.Topics and Reading materials for each module

Module 1   *No. of Hours: 10*

- **Topic: : Introduction to Business Research**
  - o Meaning, types, process of research- management problem, defining the research problem, formulating the research hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research application in business decisions, ethical issues in business research. Features of a good research study.

- **Activities:**
  - o Activity: Literature review to understand the process of research

- **Essential Readings:**
  - o CR Kothari, "Research Methodology", 4th Edition, New Age International Publishers, 2019. (Chapter 1 and 2)

- **Additional Reading:**
  - o M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015. (Chapter 1)

Module 2	*No. of Hours: 11*

- **Topic: Business Research Design**
  - o Meaning, types and significance of research design, errors affecting research design. Exploratory Research: Meaning, purpose, methods, literature search, experience survey, focus groups and comprehensive case methods. Conclusive Research Design: Descriptive research, meaning, types, cross sectional studies and longitudinal studies. Experimental Research Design: Meaning and classification of experimental designs, formal and informal, Pre experimental design, True experimental design, Quasi-experimental design, Statistical experimental design.

- **Activities:**
  - o Activity: Identification of suitable design from literatures

- **Essential Reading:**
  - o CR Kothari, "Research Methodology", 4th Edition, New Age International Publishers, 2019. (Chapter 3)
-
  - o S.N. Murthy & U. Bhojanna, "Business Research Methods" 3rd Edition, Excel Books, 2016. (Chapter 6)

- **Additional Reading:**
  - o M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015. (Chapter 2)

Module 3	*No. of Hours: 11*

- **Topic: Sampling**
  - o Concepts, types of sampling, Probability Sampling: simple random sampling, systematic sampling, stratified random sampling, cluster sampling,
  - o Non Probability Sampling: convenience sampling-judgmental sampling, snowball sampling, quota sampling, Errors in sampling.

- **Activities:**
    - o Activity: Identification of suitable sampling technique from literatures

- **Essential Reading:**
    - o S.N. Murthy & U. Bhojanna, "Business Research Methods" 3rd Edition, Excel Books, 2016. (Chapter 12)

- **Additional Reading:**
    - o M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015. (Chapter 3)

Module 4   *No. of Hours: 10*

- **Topic: Data Collection**
    - o Meaning, types, methods: Observations, survey and interview techniques. Questionnaire design: meaning, process of designing questionnaire. Qualitative techniques of data collection - secondary data sources: advantages and disadvantages. Measurement and Scaling Techniques: Basic measurement scales-nominal scale, ordinal scale, interval scale, ratio scale. Attitude measurement scale - Likert scale, semantic differential scale, Thurston scale, Multi-dimensional scaling: non comparative scaling techniques.

- **Activities:**
    - o Activity: Video content analysis on observation method using Nielsen- A marketing research company's you tube channel. Mini project: Students are asked to prepare a structured questionnaire. to collect data for a specific business research objective.

- **Essential Reading**:
    - o CR Kothari, "Research Methodology", 4th Edition, New Age International Publishers, 2019. (Chapter 6)
-
    - o S.N. Murthy & U. Bhojanna, "Business Research Methods" 3rd Edition, Excel Books, 2016. (Chapter 7 & 8)

- **Additional Reading:**
    - o M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015. (Chapter 4)

Module 5   *No. of Hours: 10*

- **Topic: Data Analysis and Report Writing**
    - o Editing, Coding, Classification, Tabulation, Validation. Analysis and Interpretation, Report writing and presentation of results, Importance of report writing, types of research reports, Report structure, Guidelines for effective documentation.
- **Activities:**
    - o Activity: Students are asked to prepare a mini project report.

- **Essential Reading:**
    - S.N. Murthy & U. Bhojanna, "Business Research Methods" 3rd Edition, Excel Books, 2016. (Chapter 14, 15 and 20)
    - CR Kothari, "Research Methodology", 4th Edition, New Age International Publishers, 2019. (Chapter 7 and 9)

- **Additional Reading:**
    - M M Munshi & K Gayathri Reddy, "Research Methods", 1st Edition, HPH Publishers, 2015. (Chapter 5)

3. ASSESSMENT

The assessment for the Research Methodology course is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

Continuous Internal Evaluation (CIE) comprises two internal tests, scheduled for 8th and 14th week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments. (10 marks is allotted for Research Presentation and 10 marks is allotted for Research Report).

Semester End Examination (SEE) constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)

Activity 1: Research Presentation (10 marks)			
Criteria	**Marks (10-9)**	**Marks (8-7)**	**Marks (6-5)**	**Marks (4-0)**
Clarity of Communication	Excellent	Good	Satisfactory	Needs Improvement
Delivery & Confidence	Excellent	Good	Satisfactory	Needs Improvement
Visual Aids	Excellent	Good	Satisfactory	Needs Improvement
Handling Q&A	Excellent	Good	Satisfactory	Needs Improvement

Activity 2: Research Report (10 Marks)				
Criteria	**Marks (10-9)**	**Marks (8-7)**	**Marks (6-5)**	**Marks (4-0)**
Clarity of Objectives	Excellent	Good	Satisfactory	Needs Improvement
Literature Review	Excellent	Good	Satisfactory	Needs Improvement
Research Design & Data Collection	Excellent	Good	Satisfactory	Needs Improvement
Data Analysis & Report Writing	Excellent	Good	Satisfactory	Needs Improvement