MBQT1002 BUSINESS RESEARCH (3-0-0)

Course Objectives:

1. To equip the students with the basic understanding of the research methodology in changing business scenario.
2. To provide an insight into the application of dynamic analytical techniques to face the challenges, aimed at fulfilling the objective of business decision making.
3. To equip the students with the basic understanding of the research methodology in changing business scenario.
4. To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.
5. To gain practical experience in using MS Excel and SPSS for forecasting and estimation.

Module I: Introduction to RM:

Meaning and significance of research. Importance of scientific research in business decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs. Primary data, Secondary data, Design of questionnaire; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing. Ethical conduct in research.

Module II:

Data Analysis – I: Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance (One and Two way). Non-parametric, Test – Sign Test, Run test, Kruskal– Wallis test.

Module III:

Data Analysis – II: Factor analysis, Multiple Regressions Analysis. Discriminant Analysis (Concept)

Report writing and presentation: Research Report, Types and significance, Structure of research report, Presentation of report.

Module IV (Business Research Lab: Using MS Excel and SPSS):

Descriptive Statistics in't' test, Testing of hypothesis, Chi-square, ANOVA, Correlation, Regression, Factor Analysis.

Course Outcomes:

CO-1: Utilize the knowledge of research methodology in solving various business problems.
CO-2: Distinguish various alternative course of action available for a particular situation.
CO-3: To introduce students to the tools and techniques of econometrics.
CO-4: To develop expertise in decision-making through the use of statistical tools and techniques.
CO-5: Judge and select best possible alternatives to solve business problems

Text Books:

1. Research Methodology by Khatua and Majhi, HPH.
2. Damodar Gujarati, Dawn C Porter, and Manoranjan Pal, Basic Econometrics, Mc Graw Hill
3. Research Methodology by Kothari, Newage
4. Research Methodology, by Deepak Chawla / NeenaSandhi (Vikas)
5. Management Research Methodology- Krishnaswamy,Pearson

Reference Books:

1. BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
2. Research Methodology, V. Upadade&A. Shende (S. Chand)
3. Business Research Methods by Prahlad Mishra, Oxford
4. Business Research Method by Cooper et.al, McGrawHill
5. Levin. Richard. I and Rubin. David. S 'Statistics for Management' Prentice-Hall
6. Brooks, Chris., 'Introductory Econometrics for Finance' Cambridge University Press
7. Hair, Anderson, Tatham and Black., 'Multivariate Data Analysis' Pearson Education India
8. Wooldridge M., Introductory Econometrics: A Modern Approach, Cengage Learning

Open Resources:

1. https://dbie.rbi.org.in/, https://data.oecd.org/