

Course title: Business Research Methodology				
Course code: UBA 206		No. of credits: 4	L-T-P: 45-15-00	Learning hours: 60
Pre-requisite course code and title (if any): None				
Department: Policy & Management Studies				
Course coordinator(s): Dr. Moumita Acharya			Course instructor(s): Dr Bidisha Banerji	
Contact details:				
Course Type: Core			Course offered in: Semester 4	
Course Description				
<p>This course provides BBA students with a comprehensive understanding of research methods essential for making informed business decisions. In a competitive and data-driven business environment, organizations must rely on systematic research rather than assumptions to solve problems and capitalize on opportunities.</p> <p>The course covers key research concepts such as research design, data collection, sampling techniques, and both qualitative and quantitative analysis, all crucial for evaluating business scenarios like market trends, consumer behavior, and operational challenges. Students will also explore the application of research methodologies to real-world business situations.</p> <p>Through practical exercises and case studies, students will learn how to formulate research questions, develop hypotheses, and apply statistical tools to interpret data. The course emphasizes logical reasoning, ethical considerations, and critical thinking, enabling students to produce actionable insights that support strategic decision-making and problem-solving in business contexts.</p>				
Course Objectives				
<p>The objective of this course is to provide BBA students with a thorough understanding of research methodologies and their application in business decision-making. By integrating research techniques with practical business challenges, students will learn to design, execute, and interpret research that informs strategic business decisions.</p> <ul style="list-style-type: none"> • Develop a foundation in research design, data collection methods, and analysis techniques. • Enhance skills in both qualitative and quantitative research methodologies. • Learn to apply research findings to solve business problems and support decision-making processes. • Prepare students to conduct independent research and present actionable business insights. 				
Course content				
Module	Topic	L	T	P
1	Introduction to Business Research Overview of business research, its significance in strategic decision-making, and the role of research in solving business problems. Introduction to various types of research (exploratory, descriptive, causal), and how they are applied in business contexts. Case study on Motorola.	5	2	0
2	Research Design and Formulation of Research Questions Understanding research problems, objectives, and how to formulate clear, testable hypotheses. Overview of different research designs (qualitative, quantitative, and mixed methods) and their applications. The importance of selecting an appropriate research design to achieve research goals.	5	2	0
3	Literature Review and Theoretical Framework Importance of literature review in research. How to search, evaluate, and synthesize relevant academic articles, reports, and other resources. Developing a theoretical framework and conceptual models from literature to support research objectives. Techniques for structuring an effective literature review.	4	1	0
4	Sampling Methods and Techniques Comprehensive overview of sampling techniques including random sampling, stratified sampling, and cluster sampling. Comparison of probability vs. non-probability sampling, sampling errors, and methods to determine appropriate sample size. Challenges and limitations of sampling	4	1	0

	in business research.			
5	Data Collection Methods Deep dive into primary and secondary data collection techniques, including surveys, questionnaires, interviews, observations, and focus groups. Best practices for designing data collection instruments and ensuring reliability and validity in collected data. How to manage data collection logistics in field and online settings.	4	1	0
6	Measurement and Scaling Techniques Introduction to measurement scales used in research such as nominal, ordinal, interval, and ratio scales. Detailed understanding of Likert scales, semantic differential scales, and their applications in business research. Methods for developing and validating research instruments.	4	1	0
7	Qualitative Research Methods Exploration of qualitative research methods including case studies, ethnography, grounded theory, and content analysis. Techniques for data collection, coding, and interpretation in qualitative research. Application of qualitative methods to understand complex business phenomena.	5	2	0
8	Quantitative Data Analysis and Interpretation Introduction to key data analysis techniques including descriptive statistics (mean, median, mode, variance) and inferential statistics (t-tests, ANOVA, regression analysis). How to use statistical software for data analysis. Techniques for interpreting and communicating research findings. Application of quantitative methods to understand complex business phenomena.	7	1	0
9	Structured Research Writing Step-by-step guide on structuring a research report, including abstract, introduction, methodology, results, and discussion sections. The importance of clarity, coherence, and proper use of citations in research writing. Techniques for presenting research findings using visual aids like graphs, charts, and tables.	4	2	0
10	Ethics in Business Research Examination of ethical issues in business research, including confidentiality, informed consent, data integrity, and the researcher's responsibility to participants. How to handle conflicts of interest and ethical dilemmas in business research. Best practices for ensuring ethical compliance in research design and execution. Plagiarism Issues and AI content issues in research.	3	2	0
	TOTAL	45	15	00

Evaluation criteria:

The break-up of the evaluation procedure is as follows:

- Minor Test 1 : Assignment/Written Examination (Module 1, 2 & 3) - 20%
- Minor Test 2 : Research Project Assignment 1 (Module 4,5 & 6) - 20%
- Minor Test 3 : Research Project Assignment 2 (Module 7, 8, 9 & 10) - 20%
- Major Exam : Written Examination (Module 1-10) - 40%

Learning outcomes:

After successful completion of the course, students will be able to:

- Analyze research problems to formulate relevant research questions and hypotheses that address specific business issues.
- Evaluate various research methodologies and data collection techniques to determine their appropriateness for different types of business research.
- Design a comprehensive research proposal that outlines objectives, methodology, sampling strategies, and data analysis plans.
- Interpret data analysis results to draw meaningful conclusions and make evidence-based

recommendations for business strategies.

- Communicate research findings effectively through structured reports and presentations, utilizing appropriate visual aids to support conclusions.

Pedagogical approach

The course will be delivered through lectures and tutorials. Application of research tools in business & related problems would also be a part of the pedagogical approach for the course. Research project-based evaluation will be included for practical application of the learnings.

References:

Textbooks:

1. Business Research Methods | by Donald R. Cooper and Pamela S. Schindler, McGraw-Hill Education.
2. Business Research: A Practical Guide for Undergraduate and Postgraduate Students | by Neal J. Rozenberg, Bloomsbury Publishing.

Additional Readings:

1. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches | by Creswell, John W., Sage Publications.
2. Research Methods for Business Students | by Mark N.K. Saunders, Philip Lewis, and Adrian Thornhill, Pearson.
3. Research Methodology: A Step-by-Step Guide for Beginners | by Ranjit Kumar, Sage Publications.
4. Qualitative Research Methods for the Social Sciences | by Bruce L. Berg and Howard Lune, Pearson.
5. The Essentials of Business Research Methods | by Joseph F. Hair Jr., William C. Black, and Baba V. Darden, Cengage Learning.

Additional information (If any): None

Student responsibilities: Attendance, timeline adherence for assignments, come prepared according to the session plan and as when provided.

Prepared by: Dr. Anand Jaiswal

Course Reviewers:

1. Dr. Vinaytosh Mishra, Associate Professor and Director, Thumbay Institute of AI in Healthcare, Gulf Medical University, Ajman, UAE
2. Dr. Cherian Samuel, Associate Professor, Indian Institute of Technology (BHU), Varanasi, India