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SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous)
Kanuru, Vijayawada – 520 007
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)
(Permanent affiliation to JNTUK, Kakinada)
(Effective for students admitted into first year MBA in 2012-13)

BA2T7 –Business Research Methods

Unit 1-Introduction: Nature and importance of research- The role of business research- Aims of social research, Types of research; Data base: Discussion on primary data and secondary data- tools and techniques of collecting data; Sampling design and sampling procedures-Random Vs. Non-random sampling techniques- determination of sample size and an appropriate sampling design.

Unit 2-Measurement concepts: Measurement and Scaling concepts- Attitude measurement, Questionnaire design- Psychometric, psychological and social instruments used in management research; Levels of measurement and types of scales- Criteria for good measurement.

Unit 3-Research Design: Research process- Meaning of research design- Functions and goals of research design- Characteristics- Phases- Design for different types of research- Outlining a research proposal; Pilot study and developing a case study

Unit 4-Data Analysis: Editing and coding- Transform raw data into information- Basic data analysis- Descriptive statistics. Univariate Statistics –Bivariate statistics, Multivariate Analysis: Nature of multivariate analysis, classifying multivariate techniques, analysis of dependence, analysis of interdependence.

Unit 5-Survey and Field work Management and Report Writing: Selection of an appropriate survey research design, Nature of field work, Principles of good interviews and field work management. Dynamics of research report writing. Ethical issues in research.

Relevant cases have to be discussed in each unit.

Text Books

1. Kothari C.R, “Research Methodology”, Wishwa Prakashan, 2009.
2. Willam G.Zikmund: “Business Research Methods”, Cengage Learning, New Delhi, 2006.

Reference books

1. Ajai S.Gaur and Sanjaya S.Gaur, “Statistical Methods for Practice and Research”, Sage Publications, New Delhi, 2007.
2. Alan Bryman, Emma Bell, “Business Research Methods”, Oxford University Press, New Delhi, 2008.
3. Battacharya, DK, “Research Methodology”, Excel Books, New Delhi.
4. Cooper R.Donald and Schindler S. Pamela, “Business Research Methods”, 9/e, Tata MCGraw Hill, New Delhi.
5. Kothari CR, “Research Methodology Methods and Techniques”, New Age International Publishers, New Delhi, 2009.
6. Panneerselvam R: “Research Methodology”, PHI Learning Private Limited, New Delhi, 2009.
7. Sachdeva, “Business Research Methods”, Himalaya Publishing House, Mumbai.
8. Shajahan S, “Research Methods for management”, JAICO Publishing House, New Delhi, 2009.