

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		Bachelor of Business Administration				Branch/Spec.		General	
Semester		IV				Version		1.0.0.0	
Effective from Academic Year			2020-21			Effective for the batch Admitted in			July 2019
Subject code		4A02BRM		Subject Name		Business Research Methods			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	40	60	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisite:									
Students are expected to have knowledge about statistics.									
Objective:									
The aim of the course is to provide participants with an introduction to research methods and report writing.									
Learning Outcomes:									
Upon successful completion of the course students will be able,									
<ul style="list-style-type: none"> To understand about various concept of research types, process and variables To familiarize students with basic of problem definition, research design, hypothesis To enable the students in designing sampling and data collection To make students understand in conducting research work and formulating research report and SPSS 									
Theory syllabus									
Unit	Content								Hrs.
1	Introduction to BRM Meaning and significance of research, Importance of scientific research in business decision making, Types of research :Descriptive, Exploratory, Quantitative, Qualitative ,Research process, Key Concepts in Research Methodology, Concepts of Variables								15
2	Problem Definition and Research Design Identification of research problem and formulation of hypothesis, Research Designs, Exploratory, Techniques of Exploratory Research, Descriptive, Causal research design								15
3	Data Collection and Measurement Primary data and Secondary data and their advantages/ disadvantages , Tools for collecting primary data: Surveys, Interviews, Observations and Experiments , Measurement and Scaling concepts , Good measurement criteria , Techniques for measuring attitudes ,Nominal, Ordinal, Interval and Ratio scales								15
4	Sampling Design and Report Writing Design of questionnaire , Sampling fundamentals and sample designs, Sampling methods: Probability and Non-probability , Structure of Report Writing, Introduction to SPSS								15
	Exam:100 % Theory, Numerical 0%								
Text Book									
	Naval Bajpai (2011), <i>Business Research Methods</i> , Pearson								
Reference Books									
	Naresh Malhotra(2010), <i>Marketing Research</i> , Pearson Global Edition Cooper and Schindler(2018), <i>Business Research Methods</i> , McGraw Hill Education William G. Zikmund, Mitch Griffin ,Carr .Jon C(2013), <i>Business Research Methods</i> , SOUTH-WESTERN								
Online Resource									
	https://www.youtube.com/watch?v=GVmQpGn-Zuo&list=PL1JBd2S_rYZb5Tzfd9spAxolRchpQvNZo								