

# Centre for Management Studies

## Dibrugarh University

**Course Code** : 20400 [MBA (PT)]

**Course Name** : Research Methods in Business

**Course Type** : Core

**Prerequisites** : None

**Objective** : This course is designed to share the stimulating, challenging, and sometimes frustrating world of research supported decision making in the business world.

**Evaluation** : *Internal assessment*: 40 marks (1 Sessional Examination – 10 marks; 1 Practical Examination – 10 marks, Attendance – 5 marks, Assignment – 15 marks); *End Semester Examination*: 60 marks

**Instructor** : Himadri Barman (himadri@cmsdu.org; <https://himadri.cmsdu.org>)

### Detailed Course Outline

**Unit I:** Introduction to Business Research; The Research Process; Types of Research Designs; Applications in Business and Social Sciences.

**Unit II:** Literature Review; Sources of Data; Hypothesis Formulation; Research design – Exploratory, Descriptive, Experimental and Survey.

**Unit III:** Types of Data; Scales of Measurement; Errors in Measurement; Questionnaire Design; Sampling and Populations; Coding and Editing.

**Unit IV:** Data Preparation and Description; Classification and tabulation; Hypothesis Testing; Statistics – Descriptive and Inferential; Chi Square Analysis and ANOVA.

**Unit V:** Referencing, Citations and Declarations; Report Structure and Sequence; Formatting and Plagiarism checks.

### Suggested Books:

1. Cooper, D & Schindler, P S: Business Research Methods, MGH, New Delhi
2. Kothari, C R: Research Methodology, New Age, New Delhi
3. Chawla, D & Sondhi, N: Research Methodology – Concepts and Cases, S Chand, New Delhi
4. Sreejesh, S, Mohapatra, S & Anusree, M R: Business Research Methods – An Applied Orientation, Springer Nature, New Delhi
5. Panneerselvam, R: Research Methodology, PHI, New Delhi