



JAIPURIA INSTITUTE OF MANAGEMENT
PGDM-RM; TRIMESTER III; ACADEMIC YEAR 2019-20

Course Code and title	OM 301, Business Research Methods
Credits	1.5
Term and Year	III Term, 2019-20
Course Pre-requisite(s)	Statistics for Management, OM 101
Course Requirement(s)	Basic Mathematics
Course Schedule (day and time of class)	
Classroom # (Location)	
Course Instructor	Dr. Richa Misra / Dr. Surender kumar
Course Instructor Email	richa.misra@jaipuria.ac.in / surender.kumar@jaipuria.ac.in
Course Instructor Phone (Office)	
Student Consultation Hours	
Office location	

1. Course Overview

Business research is a management tool that companies use to reduce uncertainty and risk in managerial decision making. Business Research is a systematic enquiry that provides information to guide managerial decisions. More specifically, it is a process of planning, acquiring, analyzing and disseminating relevant data, information and insights to decision makers in ways that mobilize organizations to take appropriate actions that, in turn, maximizes business performance. Academic standards exist on what constitutes good research, and this course assists in familiarizing with these standards. Also, it justifies the methodological choices to gather meaningful, relevant, credible, trustworthy and plausible data which will answer research questions and undertake research in an ethical way.

This course reviews and explains the statistical concepts and techniques that are most commonly used in the area of Management and Business Administration, and includes topics like exploratory data analysis, t-test of one mean, t-tests of two means, correlation, association between two categorical variables, ANOVA for multiple means, regression analysis, scale construction, and reliability analysis. Managers can use business research in all stages of the decision making process. Research is also used to evaluate current programs and courses of action, to explain what went wrong with managerial efforts in the past, and to forecast future conditions.

2. Graduate Attributes(GAs), Key Differentiators (KDs), Programme Learning Outcomes (PLOs), and CLOs

Graduate Attributes (GAs)

- GA 1: Self-initiative
- GA 2: Deep Discipline knowledge
- GA 3: Critical Thinking and Problem Solving
- GA 4: Humanity, Team-Building and Leadership Skills
- GA 5: Open and Clear Communication
- GA 6: Global Outlook
- GA 7: Ethical Competency and Sustainable Mindset
- GA 8: Entrepreneurial and Innovative

Key Differentiators

- KD 1: Entrepreneurial Mindset
- KD 2: Critical Thinking
- KD 3: Sustainable Mindset
- KD 4: Team-Player

Programme Learning Outcomes (PLOs)

The graduates of PGDM at the end of the programme will be able to:

- PLO 1: Communicate effectively and display inter-personnel skills
- PLO 2: Demonstrate Leadership and Teamwork towards achievement of organizational goals
- PLO 3: Apply relevant conceptual frameworks for effective decision-making
- PLO 4: Develop an entrepreneurial mindset for optimal business solutions
- PLO 5: Evaluate the relationship between business environment and organizations
- PLO 6: Demonstrate sustainable and ethical business practices
- PLO 7: Leverage technologies for business decisions
- PLO 8: Demonstrate capability as an Independent learner

Course Learning Outcomes (CLOs)

At the end of the course, the students should be able to:

- CLO 1. Define business research problem in context of given situation and existing literature
- CLO 2. Demonstrate proficiency in developing research design, selecting appropriate data collection and analysis methods / techniques.
- CLO 3. Complete, from the brief created, a research proposal for implementation

3. Mappings

Mapping of CLOs with GAs

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8
CLO 1		X						
CLO 2		X						
CLO 3			X					

Mapping of CLOs with KDs

	KD 1 (Entrepreneurial Mindset)	KD 2 (Critical Thinking)	KD 3 (Sustainability Mindset)	KD 4 (Team Player)
CLO 1				
CLO 2		X		
CLO 3		X		

Mapping of CLOs with PLOs

	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO 6	PLO-7	PLO-8
CLO1					High			
CLO2			High					
CLO3			High					

4. Books and References

Text Book

Research Methodology: Concepts and Cases, D. Chawla and Neena Sondhi (1st Edition, Vikas Publishing House Pvt Ltd)

References

- Business Research Methods: A South Asian Perspective- Zikmund, Babin, Carr, Adhikari, Griffin Cengage Learning
- Business Research Methods- Donald. R. Cooper, Pamela. S. Schindler (9th Edition, Tata Mc Graw Hill Education Private Limited)
- Research Methods for Business Students -Mark Saunders, Phillip Lewis and Adrian Thronhill (4th Edition, Pearson Education)
- Marketing Research, 5/e: An Applied Orientation- Naresh K Malhotra and Satyabhushan Dash (5th Edition, Pearson Education)

- **Internet Resources**
- Nptel.iitk.ac.in
- Learnerstv.com

5. Session Plan

Session No.	Topic	Readings (Chapter No. & Pp.)/ Cases	Pedagogy	Session Learning Outcome	CLO
1	Role of Business Research. Nature, Scope and Type of Research	Chapter:1, Pg: 3-18	Discussion & Case lets	The students will Learn-What is business research? Students will acquire business research process skills	CLO1
2	Formulating Research Problem, Review of secondary data, <i>APA citation style MS Word referencing,</i>	Chapter: 2, Pg: 28-31	Discussion & Case lets	How to identify a management problem/opportunity	CLO1
3	Defining variables, Operationalizing construct, Writing a Research Proposal	Chapter: 3, Pg: 51-52	Case study And exercise	How secondary data is useful for defining the research problem. Defining one's own problem and writing Research Proposal	CLO1
4	Types of Research Design Exploratory, Descriptive and Causal Research Design	Chapter: 3, Pg: 48-49	Discussion & Case lets	Students will learn research design as a blueprint for the measurement, collection and analysis of empirical evidence, so to obtain answers to research questions	CLO2
5	Introduction to secondary data collection method	Handouts	Workshop	Students will learn how to extract data from databases	CLO2

6	Types of Scales Comparative and Non comparative Scaling techniques	Chapter: 7, Pg: 144-154	Exercise Discussion	Students will be able to distinguish different levels of scale measurement and know which needs to be used for specific research question.	CLO3
7	Questionnaire Designing	Chapter: 8, Pg: 175-185	Workshop	The influence of question content, wording, response and collection of data using electronic methods	CLO2
8	Sampling Design, Determining Sample size	Chapter: 9, Pg: 229-236 Caselets	Exercise Discussion	Students will learn to identify sampling techniques to be used in given situation	CLO2
9	Measuring Reliability and validity of Construct	Chapter: 8, Pg: 190-195	Live Data testing And Reference Articles	The significance of pretesting and reliability of scale	CLO2
10	Data Preparation Editing and Coding	Chapter: 10, Pg: 242-252	SPSS Exercise	Students will know the way data are represented in a data file using SPSS	CLO2
11-12	Choosing appropriate Statistics and making inferences	Chapter: 14, Pg: 397-407 Caselets	SPSS Exercise	Able to apply statistical methods for bi-variate data	CLO3

6. Assessment Tasks

Assessment Component	Description	Weightage	CLO
End Term Exam	Case-based exams requiring identification of problem/s and solutions. Case-based problems are designed to predict student ability to formulate problem, interpret output tables, suggest sampling design supporting management decision.	40	CLO 1, CLO 2

Comprehensive Project	The students will prepare a detailed research proposal while working in study groups. The students must ensure that the report is original in content, updated on information and free of factual, theoretical and grammatical errors. The Project submission will be in phases.	40	
	1-Research Problem and Literature Review: Select a business, economic, finance or human resource area of focus. Develop a well characterized research problem statement for this area	10	CLO 1
	2-Purpose Statements and Research Questions/hypotheses	5	CLO2
	3-Data Collection (Databases/ field data), Analyzing data, Interpreting Data	10	CLO 2
	4-Project Report	5	CLO3
	5-Presentation / VIVA	10	CLO3
Quiz	There will be 2 quizzes as per schedule. Quizzes will be conducted on Moodle. The duration of each quiz will be 10 minutes with 10 questions each. Each quiz will be of 10 marks.	20	CLO 1, CLO 2

7. Rubrics for Assessment Tasks

RUBRICS FOR End Term (40 Marks)

Criteria	Unsatisfactory (Below 35%)	Satisfactory (35%- below 70%)	Good (70% and above)
Clarity of Concepts with respect to research model and objective, Hypotheses and Scaling Technique (20 Marks)	Most of the concepts related to problem definition, operationalizing construct, scaling technique and data summarization, are not clear, remembered and answered by the student	Some of concepts related to problem definition, operationalizing construct, scaling technique and data summarization, are clear, remembered and answered by the student	Most of concepts related to problem definition, operationalizing construct, scaling technique and data summarization, are clear, remembered and answered by the student
Clarity of Concepts with respect to data collection and statistical test (20 Marks)	Most of the concepts related to data collection, sampling technique, reliability of instrument, questionnaire designing, and statistical test are not clear, remembered and answered by the student	Some of concepts related to data collection, sampling technique, reliability of instrument, questionnaire designing and statistical test are not clear, remembered and answered by the student	Most of concepts related to data collection, sampling technique, reliability of instrument, questionnaire designing and statistical test are clear, remembered and answered by the student

RUBRICS FOR COMPREHENSIVE PROJECT (40 Marks)

CRITERIA	Below Expectations <35%	Meets Expectations 35% - 70%	Exceeds Expectations >70%
Problem Definition and Reviewing Literature <i>(10 Marks)</i>	Problem statement Incomplete and/or unfocused. No convincing evidence of an understanding of the literature	The Review clearly states the main topic, identifies gap and provides proper linkages. Follows the manuscript style	Clearly and concisely states the problem purpose in a single sentence, which is engaging, Critical review of the literature relevant to the study
Purpose Statements and Research Questions/hypotheses <i>(5 Marks)</i>	Purpose is not identified or does not connect to theme. No identifiable statement research questions or hypothesis	Questions/hypotheses parallel the purpose. Well defined and sequential	Specific research questions are clearly stated, parallel and support the purpose, and have potential to contribute to the discipline
Data Collection (Databases/ field data), Analyzing data, Interpreting Data <i>(10 Marks)</i>	Inappropriate selection and implementation (or absence) of data collection methods	Selection and implementation of data collection methods are appropriate and justified	Selection and implementation of data collection methods are advance, appropriate and fully justified
Report <i>(5 Marks)</i>	Report is not structured, no format is followed	Report is structured, however APA referencing is not followed	Report is structured, APA referencing is not followed
Presentation / Viva <i>(10 Marks)</i>	Lack of clarity about the inferences drawn	Reasonably clear about the inferences drawn	Clear about the inferences drawn

8. Time Budgeting in Course Planning:

Activity	Description	Time Budgeted
Classes	2-3 hours per week for 12 weeks	15 hours
Reading	Prescribed readings and making notes	12 hours

Preparation of Project and Evaluation	Reading and writing	25 hours
TOTAL		52 hours

Instructions:

Students will be expected to maintain a daily log of their learning and make an action plan. The continuous evaluation tools would be implemented as per schedule and collected for evaluation. Students are encouraged to visit videos available on Impartus, you tube on TED talks, and readings available at websites like course era, etc.

9. Academic Conduct

Institute’s Policy Statements

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required reading, preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

LMS-Moodle/ Impartus

LMS-Moodle/ Impartus is used to host course resources for all courses. Students can download lectures, additional reading materials, and tutorial notes to support class participation.

Late Submission

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read the Student Handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception will be if the students can demonstrate that the work is their own and they took reasonable care to safeguard against copying.