

COMC003 – Business Research Methods

Masters of Commerce
Semester I
DSC - Core Paper
COMC003: Business Research Methods

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSC - COMC003	Business Research Methods	3	0	1	4	NIL

Objective: The course aims to provide the learners with the fundamental concepts, methods and techniques of required to successfully undertake various steps in the research process. The course will also equip learners with the analytical skills to Interpret findings and communicate them clearly for decision-making.

Learning Outcomes: On completion of the course, the learners should be able to:

- formulate the research problem and understand the major research designs.
- determine data sources and design questionnaire and surveys
- apply sampling techniques and develop understanding of data collection and fieldwork.
- analyze and interpret data and use the basic statistical tools in business research.

Contents:

Unit I (10 hours)

Formulating Research Problem; Research questions, Research Objectives, and Research Hypotheses, Research design Process, Types: Exploratory, Descriptive, and Experimental designs, Qualitative Research approach: Grounded theory, phenomenology, ethnography,

Unit II (12 hours)

Primary Data and Secondary Data: Sources and their Usefulness; Levels of Measurement, Comparative & Non comparative scaling; Reliability and Validity Assessment, Observation & Questionnaire Designing for Qualitative & Quantitative research, Cross-sectional, Longitudinal, and panel data.

Unit III (8 hours)

Sampling Design process, Probability & non-probability sampling, Sample size determination for qualitative & quantitative research, Sampling vs. Non-Sampling

Errors.

Unit IV

(15 hours)

Data preparation & cleaning, Hypothesis testing procedure, Univariate analysis; Bivariate Analysis; Multivariate analysis – interdependence and dependence analysis. Time series analysis, research ethics and report writing.

Practical Exercise: The learners would be asked to define a real-world business research problem and choose an appropriate research design for conducting research based on primary or secondary data. By applying suitable statistical inferential techniques, the learners would analyse and interpret the results and write the report.

Suggested Readings:

- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods*. (12th ed.). New York, United States: McGraw Hill International Edition.
- Greene, W. H. (2017). *Econometric Analysis*. Pearson Pvt. limited
- Bryman, A., Bell, E., & Harley, B. (2022). *Business research methods*. Oxford University Press.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. (9th ed.). South Western: Cengage Learning.
- Neuman, W.L., (2014). *Social Research Methods: Qualitative and Quantitative Approaches*, Pearson Education Limited.
- Denzin Norman K., and Lincoln Yvonna S., (2018). *The Sage Handbook of Qualitative Research*. Sage Publications, Inc. (5th ed.)