

Bachelor of Arts (VS)- Modern Office Management

Semester VII

Discipline Specific Course – 7.1- (DSE 7.1) Business Research Methodology

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Research Methodology DSE (7.1)	4	2	0	2	Class XII	Nil

Learning Objectives:

- To inculcate research aptitude among learners.
- To equip students with the knowledge and skills necessary for conducting research.
- To enable learners to understand and undertake the various steps in the research process effectively.

Learning outcomes: After completion of the course the learners will be able to:

- Explain the fundamentals of research, including types, process, key terminologies, and formulation of research questions and hypotheses.
- Design appropriate research methodology, including research design, sampling techniques, questionnaire development, and measurement scales.
- Apply SPSS for data cleaning, descriptive statistics, and hypothesis testing using parametric and non-parametric techniques.
- Interpret research findings, and prepare structured research reports following standard formats and referencing styles.
- Demonstrate understanding of ethical considerations in research, including plagiarism and the use of similarity-check tools.

Course Content

(Theory 30 Hours + 60 hours Tutorials)

Unit 1: Introduction and Literature Review

5 hours

Meaning, Scope and application of Research; Types of Research; Steps in Research Process; Terminologies of research: Concept, Construct, Variables, Literature Review, Research Gap and Formulation of Research Question; Framing a theoretical framework using established theories and models, Proposition and Hypothesis.

Unit 2: Methodology

5 hours

Research Design- Concept and Types, Measurement and Scaling; Scales for Measurements of Constructs, Reliability and Validity; Sources of Primary and Secondary Data; Questionnaire Design (online/offline); Probability and Non-Probability Sampling Techniques; Sample Size Determination.

Unit 3: Data Analysis Using SPSS

10 hours

Data Cleaning; Graphical Presentation of Data; Preparing Descriptive Statistics; Steps in Hypothesis Testing; Hypothesis Testing- parametric (z test, t- test, Anova, linear and multiple regression, etc.) and non-parametric (chi- square test).

Unit 4: Interpretation and Report Writing and Ethics

10 hours

Steps in Report Writing, Layout of the Research Report: Preliminary Pages (title page, certificate, acknowledgement, table of contents, list of tables, list of figures, etc), Main Text: (Introduction, Literature Review and hypothesis, methodology, results & findings, implications of the results, summary), End Matter (Appendices and Bibliography);

Presentation of Report, Referencing (APA, Chicago, MLE, etc.), Ethics in Business Research, Guidelines on plagiarism, brief introduction to the softwares to check similarity Index.

Practical: The learners are required to:

- Identify and select research problem related to office management, office automation, digitalization of offices, artificial intelligence in workplaces, etc.
- Prepare literature review from a topic of your choice involving business and office management issues: download research papers from Scopus/ABDC indexed Journals. Perform a review of literature. Frame a conceptual model based on the research gaps.
- Apply online tools and platforms, design a questionnaire using various kinds of questions including Likert scale statements to address a particular business problem.
- Apply appropriate tests to analyse the data and report the results.
- Prepare a brief report following proper format in Word processing software.

References

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- Denzin Norman K., and Lincoln Yvonna S., (2018). *The Sage Handbook of Qualitative Research*. Sage Publications, Inc. (5th ed.)
- Greene, W. H. (2017). *Econometric Analysis*. Pearson Pvt. Limited
- Malhotra, N. K. (2020). *Marketing research: An applied orientation* (7th ed.). Pearson Education Limited.
- Neuman, W.L., (2014). *Social Research Methods: Qualitative and Quantitative Approaches*, Pearson Education Limited.
- Saunders, M., Lewis, P., & Thornhill, A. (2015). *Research methods for business students* (7th ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill-building approach* (8th ed.). John Wiley & Sons.

- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. (9th ed.). South Western: Cengage Learning.