

Semester VII
Discipline Specific Elective-DSE-I 7.1
Research Methodology in MSMEs

Offered by Commerce Department, College of Vocational Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
Research Methodology in MSMEs	4	3	1	-		NONE

Course Objective:

To equip participants with the knowledge and practical skills to design, conduct, and apply research methods effectively in small and medium enterprises for decision-making, innovation, and growth.

Upon successful completion of the course, the students will be able to:

- Explain the fundamental concepts and significance of research in the SME context.
- Identify appropriate research methods (qualitative, quantitative, or mixed) based on specific business problems faced by SMEs.
- Formulate clear research problems, objectives, and hypotheses tailored to SME needs.
- Conduct literature reviews and build a conceptual framework relevant to small and medium enterprises.
- Design effective sampling strategies and data collection instruments suitable for limited-resource environments.
- Apply basic data analysis techniques using tools like Excel, Google Forms, or introductory statistical software.
- Interpret research findings and derive actionable insights for SME decision-making and strategy development.
- Prepare research reports and visual presentations that clearly communicate findings to various SME stakeholders.
- Evaluate ethical issues in SME-focused research and ensure the reliability and validity of their findings.
- Utilize research outputs to support innovation, market entry, customer understanding, and funding applications in SMEs.

Curriculum Outline:**Unit I : Introduction to Research in SMEs (10 Hours)**

- Definition and importance of research in SMEs
- Types of research (exploratory, descriptive, analytical, applied)
- challenges and opportunities in SME research
- Formulating research problems and objectives
- Types of research design (qualitative, quantitative, mixed)

Unit II : Literature Review and Sampling and Data Collection in SMEs(11 Hours)

- Purpose and process of reviewing existing literature
- Sources: academic, market, trade reports, online databases
- Building a theoretical/conceptual framework
- Sampling techniques (probability vs. non-probability)
- Determining sample size for small business contexts
- Data collection methods: surveys, interviews, observations, secondary data

Unit III: Data Analysis Interpretation and Reporting of Results(12 Hours)

- Quantitative analysis: Descriptive statistics, basic inferential tools
- Qualitative analysis: Thematic coding, content analysis
- Using tools like Excel, SPSS, or Google Forms
- Interpreting findings in the context of SME decision-making
- Writing research reports for business use
- Creating visualizations and summaries for stakeholders

Unit IV: Ethics and Validity in SME Research & Application(12Hours)

- Ethical issues in business research (confidentiality, consent)
- Ensuring reliability and validity of findings
- Avoiding bias and ensuring transparency
- Market research, customer feedback, employee surveys
- Feasibility studies and pilot testing
- Using research to drive innovation, marketing, and funding strategies

Practical Exercises:

- Activity: Brainstorming session – What do SMEs need to know to grow?
- Drafting a Activity: Literature mapping exercise using Google Scholar or business reports research problem relevant to your SME or business interest
- Case study analysis – Research-driven decisions in successful SMEs
- Multiple-choice quizzes or reflection assignments
- Mini-research project (individual or group)
- Final presentation: Research proposal or report focused on an SME problem

Suggested Readings :

- Government reports (e.g., MSME Annual Report)
- Research tools: Google Scholar, SurveyMonkey, Excel/SPSS
- Business Research Methods" by William G. Zikmund, Barry J. Babin.
- Research Methodology: Methods and Techniques" by C.R. Kothari and Gaurav Garg
- Research Methods for Business Students" by Mark Saunders, Philip Lewis, and Adrian Thornhill
- Entrepreneurships and Small Business by Paul Burns
- Reports and Guides:
 - MSME Annual Reports (Government of India).
[<https://msme.gov.in>]
 - NSSO Survey Reports on MSMEs
 - SIDBI Reports on MSME Financing and Development
[<https://sidbi.in>]
 - Google Scholar
[<https://scholar.google.com>]
 - [https://research-methodology.net]
 - SME Chamber of India Publications
 - "Case Study Research: Design and Methods" by Robert K. Yin
 - "Qualitative Research Methods for the Social Sciences" by Bruce L. Berg and