

COM-DSE-HC-6036(F) **Business Research Methods** **and Project Work**

**Overview of the syllabus and Core
Concepts**

Structure of the syllabus

- Section A consists of three units covering the basic concepts of research methodology;
- Written Examination (Final) of 50 marks on the basis of three units of Section A;
- Section B focusses on the preparation of Project Report;
- Students have to prepare and submit a research project report based on field work under the supervision of an assigned faculty member;
- A viva-voce will be conducted after evaluation of the submitted project report;
- Project Report and Viva-voce carries 50 marks.



Business Research- Meaning and Types

- It is the process of acquiring information or knowledge on different areas of business and using such information to realise the business objectives.
- **Quantitative Research-** based on collection of quantitative or numerical data and encompasses statistical and/or mathematical analysis of such data;
- **Qualitative Research-** involves subjective assessment of data relating to attitudes, opinions and behaviour of respondents;



Business Research- Meaning and Typescontd.

- **Exploratory Research-** undertaken to develop proper understanding of a particular issue or phenomenon;
- **Descriptive Research-** undertaken to properly define and/or describe a phenomenon.
- **Explanatory Research-** undertaken to identify and analyse the cause and effect relationships of phenomena under study.



Scope of Business Research

- **Production Management-** research in areas of new product development, product diversification, processes etc.
- **Personnel Management-** research in areas of job design, motivation, stress management, organisational behaviour etc.
- **Marketing Management-** research in areas on consumer behaviour, marketing decisions with regard to product, price, place and promotion and their impact on consumer behaviour etc.

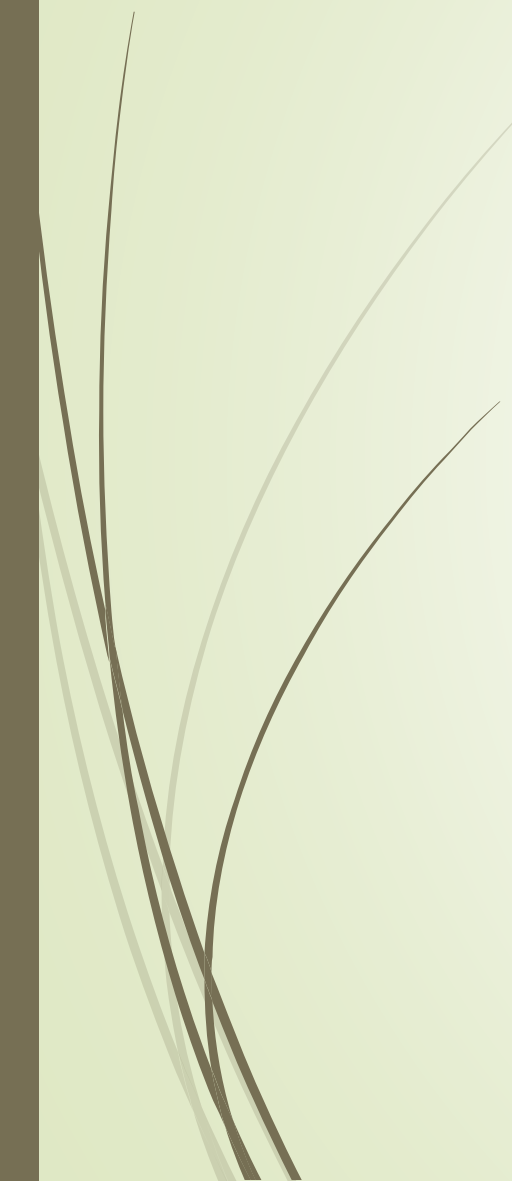


Scope of Business Research.....contd.

- **Financial Management-** research in decision making areas pertaining to capital structure, dividend policy, working capital management etc.
- **Materials Management-** research in areas of efficient use of materials, selection of suppliers , make or buy decisions, selection of suppliers etc.
- **General Management-** research pertaining to long, medium and short term business strategies, competitive approaches etc.



Some basic terms in research methodology

- Research Problem
 - Objectives and queries
 - Research Hypothesis
 - Primary Data and Secondary Data
 - Population and Sample
 - Analysis of Data
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Overview of Research Process



Formulating the Research Problem

Extensive Literature Survey

Setting research targets-
objectives, queries, hypotheses

Preparing the Research Design

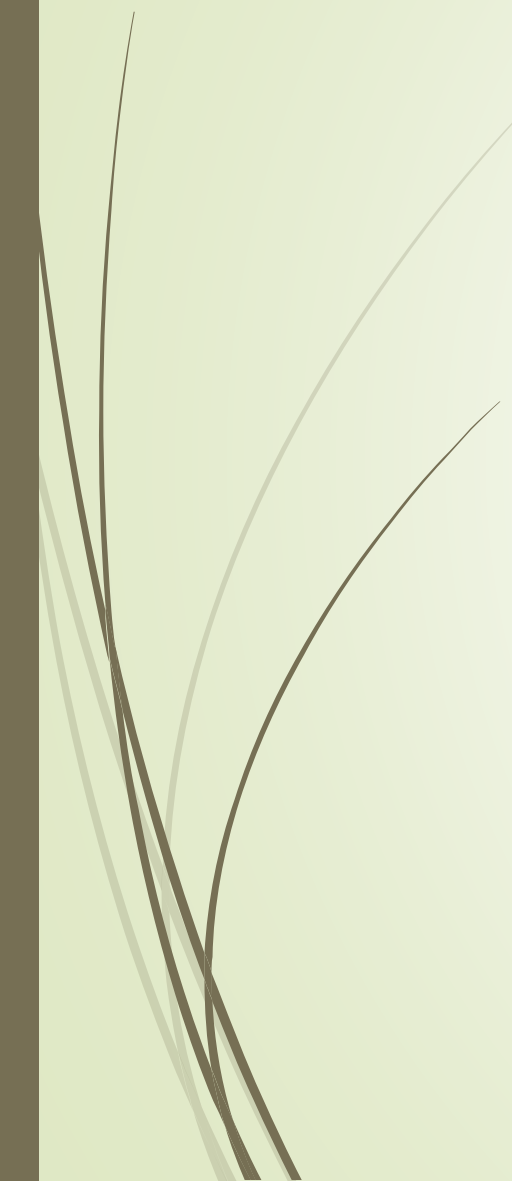
Data Collection and Analysis

Generalisations and Interpretation

Preparation of Report



Choosing your research topic

- Importance and Relevance;
 - Study of existing literature;
 - Identification of gap in existing literature;
 - Feasibility- time and cost considerations;
 - Convenience in data collection;
 - Preparing a clear plan of action.
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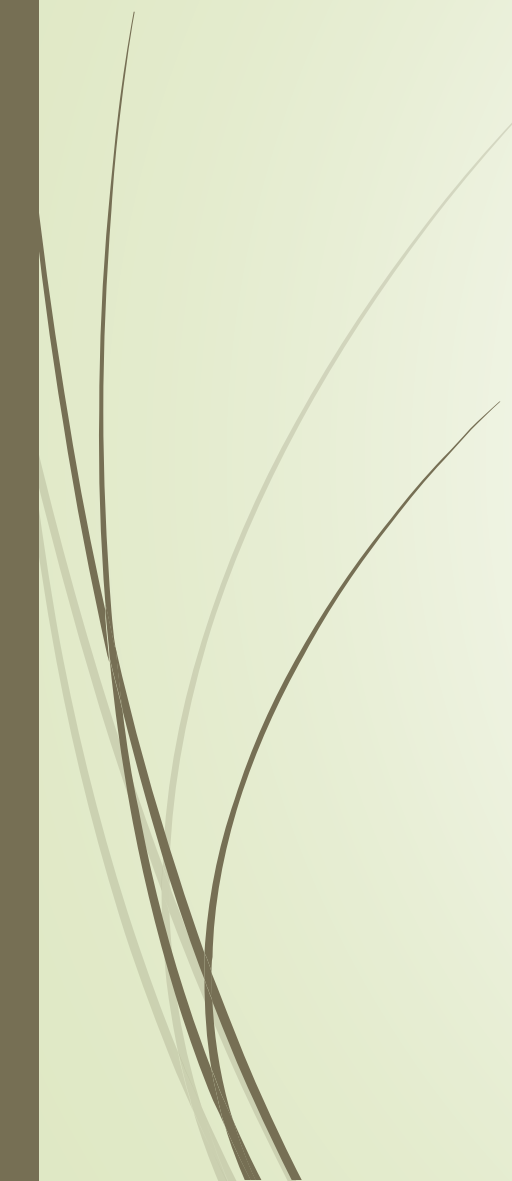


Setting research targets

- Clear definition of study objectives;
- Identifying research queries;
- Formulation of research hypothesis, if any;
- Decision on nature of data to be collected;
- Preliminary planning of how the data will be analysed to generate findings to satisfy the set objectives.



Planning and Conducting a field study

- Proper identification of population to be studied;
 - Determination of sample size;
 - Selection and identification of sample units;
 - Designing of questionnaire/ schedule;
 - Field Visit and Data Collection.
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Editing and Analysis of Data

- Editing of filled up questionnaires/ schedules from field study;
- Preparation of a dataset suitable to the research targets;
- Analysis of data using statistical tools and techniques;
- Generation of statistical findings in satisfaction of the research targets;
- Proper arrangement and back up of results of data analysis.



Basic Tools used for Analysis and Presentation of Data

- Data Tables showing classification of responses collected with respect to different parameters;
- Percentage;
- Averages for ex. Arithmetic Mean;
- Data Charts such as Bar Charts, Pie Charts etc.



Writing of Report

- Preparation of plan of report showing lists of chapters, data tables and charts etc.;
- Preparation of the theoretical basis of the research study to be presented in different chapters;
- Proper arrangement of descriptive theory and supporting data across chapters in the report for convenient understanding of the reader;



Writing of Report.....contd.

- Presentation of data tables, charts etc. along with necessary description to elevate understanding of the reader;
- Comprehensive and exhaustive bibliography at the end of report;
- Presentation/ Submission of report as per required format and standards specified.



THANK YOU