



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S
R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tarpore), Po: Afwa, Tal: Bardoli, Dist: Surat, Pin - 394620
Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

Program Name: MBA

Level: Post Graduation

Branch: Logistics & Supply Chain Management

Course / Subject Code: 1MB1202

Course / Subject Name: Research Methodology

w. e. f. Academic Year:	2024-25
Semester:	II
Category of the Course:	Core Course (CC)

Prerequisite:	
Rationale:	

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	<i>Understand</i> the fundamental concepts of business research, including its types, the research process, and problem identification, to define research questions and objectives effectively.	U
02	<i>Analyze</i> various research designs (Exploratory, Descriptive, Causal), sampling techniques, and scaling methods to evaluate the appropriateness of different research methodologies for specific business problems.	A
03	<i>Apply</i> qualitative and quantitative data collection methods and tools, including questionnaire design, to gather reliable and valid data for business decision-making.	A
04	<i>Evaluate</i> business research findings using data analysis techniques , including univariate, bivariate, and multivariate methods (e.g., T-tests, ANOVA, correlation), to interpret the influence and relationship between variables.	E
05	<i>Create</i> comprehensive research reports, including proposals, reviews of literature, and citation management, to present business research findings in a professional and academically rigorous manner.	A

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / Practical	



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				SEE (TH)	IAT	CCE	SEE (P)	
4	0	0	4	70	30	50	00	150

SEE: Semester End Examination

IAT: Internal Assessment Test

CCE: Continuous and Comprehensive Evaluation

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Business Research Fundamentals: - What is research? - Types of business research Business Research Process - I: - Problem identification, problem statement - Research questions / objectives - Hypothesis formulation	8	20%
2.	Business Research Process - I: - Research Methodology o Research design (Exploratory, Descriptive, Causal) o Sampling designs o Scaling ♣ Types of data ♣ Types of scales ♣ Validity & reliability o Data Collection ♣ Sources ♣ Methods (Qualitative & Quantitative) ♣ Tools (Includes Questionnaire designing)	12	30%
3.	Data Analysis & Interpretation: - <ul style="list-style-type: none"> • Measures of central tendency – Mean, Median, Mode • Measures of Dispersion – Range, Variance and Standard Deviation • Univariate Data Analysis of Comparing observed data with standard / expected • Parametric – T test • Non-parametric – Runs, One Way Chie-Square - Bivariate Data Analysis of Difference between variables • Parametric - T-test (independent & paired) • Non-parametric – Mann-Whitney U test o Similarities between variables (No Numerical Problems – Understanding application through statistical software) • Parametric – Correlation & Regression o Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable • Parametric – ONE WAY ANOVA, • Non-parametric – Kruskal Wallis. 	10	25%



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4.	Research Writing: - Research Proposal - Review of Literature - Research Report - Citations & Bibliography	10	25%
5.	Application: A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.	--	30 Marks
Total		40	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Evaluation:

Students shall be evaluated on the following components:

A	Continuous and Comprehensive Evaluation	(Internal Assessment – 50 Marks)
	Practical activities suggested in Module V	30 Marks
	Class Presence & Participation	10 Marks
	Quiz	10 Marks
B	Internal Assessment Test	(Internal Assessment-30 Marks)
C	Semester End Examination	(External Assessment-70 Marks)

References/Suggested Learning Resources:

(a) Books:

- 1 Naval Bajpai Business Research Methods Pearson Latest Edition
- 2 Zikmund William Business Research Methods Thomson Latest Edition
- 3 Uma Sekaran Research methods for business: A skill building approach Wiley India Latest Edition **(b)**
4. Naresh Malhotra & Satyabhusan Das Marketing Research: An Applied Orientation Pearson Latest Ed



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5. Donald R Cooper and Pamela S Schindler Business Research Methods Tata McGraw Hill Publishing Company Ltd. Latest Edition
- 6 D K Bhattacharyya Research Methodology Excel Books Latest Edition
- 7 Bryman Alan Business Research Methods Oxford University Press Latest Edition
- 8 Panneerselvam R Business Research Methods John Wiley and Sons Latest Edition
9. J K Sachdeva Business Research Methodology Himalaya Publication Latest Edition
- 10 Adithan Bhujange Research Methodology for Management and social Science Excel Books Latest Edition

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