

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAH 404: BUSINESS RESEARCH METHODS

Workload	: 04 hours per week - Total credits: 04
Examination	: 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives	: To acquaint the students about the tools used for analyzing business data, and to give an overview of report writing.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars, etc.

1. **An overview of research process** - problem formulation - research methods - exploratory and conclusive research - Descriptive and experimental research.
2. **Research Design:** The need and Features of Research Design and Concepts relating to Research Design. Planning and organizing - format - writing styles - documentation.
3. **Sampling Design and Sample Theory** – Census and Sample, Steps in Sample Design, Selecting a Sample, Types of sampling - scope and limitations of sampling -sampling and non-sampling errors.
4. **Probability Theory and its Applications:** Relevance of Probability to Management Decisions, Definitions, Basic rules – additions and Multiplication, Bayes' theorem and its applications, Random variables – expected value and variance.
5. **Theoretical Probability Distribution:** Binomial and Poisson probability distributions and their relevance. Normal distribution and Standard Normal variate and its applications. Use of statistical tables.
6. **Hypotheses Testing** - types of hypotheses - formulation of hypothesis - procedure for testing hypothesis - testing for mean, difference between means, proportion testing and variance testing.
7. **Estimation** - point and interval estimates.
8. **Chi square test and Goodness of fit** – scope, its application and limitations.
9. **Analysis of Variance** - its applications, One-way and Two-way ANOVA.

References:

1. Ranjith Kumar- Research Methodology- SAGE.
2. Uwe Flick- Introducing Research Methodology- SAGE.

3. Alan Bryman and Emma Bell- Business Research Methods, Indian Edition-Oxford University Press.
4. U.K Srivastava, G V Shenoy, Subhash Sharma, – Quantitative Techniques for Managerial Decisions.
5. Levin and Rubin - Statistics for Management-Pearson Education.
6. Saneethi and Kapoor - Statistics-Sulthan Chand and Company.
7. S.P. Gupta - Statistical Methods- Sulthan Chand and Company.
8. Barenson&Levene - Basic Business Statistics, Prentice Hall.
9. Willinson and Bhandarkar - Methodology and Techniques of Social Research, HPH.
10. C.R. Kothari - Research Methodology- Methods and Techniques- New Age International.
11. D. C. Cooper and C. W Emory – Business Research Methods- Irwin.
12. John B. Kervin – Methods for Business Research-HarperCollins college Div.
13. Deepak Chawla and NeenaSondhi- Research Methodology: Concepts and Cases- Vikas Publishing House
14. J K Sachdeva-Business Research Methodology-HPH
15. William G Zikmund- Business Research Methods, Indian Edition- Cengage Learning.
16. George Argyrous- Statistics for Research: With a Guide to SPSS- SAGE.
17. Gopal K Kanji-100 Statistical Tests- SAGE.

