

Subject Code [2508000705020001]

Veer Narmad South Gujarat University
Major : DSCC-12 – Research Methodology

Course	Core (Major) DSCC-12
Course Title	Research Methodology
Credit	4
Teaching per Week	4
Review / Revision	June, 2025
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• The purpose of the course is to explain to the students' application of research in business management.
Course Objective	<ul style="list-style-type: none">• To acquaint students with the basic procedure of scientific business research• To orient students with the methodology of research in a way that they can do their semester six project report work in an effective manner
Course Outcome	<ul style="list-style-type: none">• Students should be able to understand the basic nature and purpose of Research and its advantages to business• To understand the purpose of Sampling and Sampling Techniques in the process of research design• To understand various Primary and Secondary sources of data• To understand how to do Data Processing• To learn how to write a Research Report

Course Content

Unit 1: Introduction to Business Research

(25%)

- Bharatiya Knowledge System in Research Methodology : Pramanas (Epistemological Tools in BKSRM) & Relevance to Modern Research Methodology: Pratyaksha (Direct Perception), Anumana (Inference), Upamana (Comparison/Analogy), Arthapatti (Postulation/Presumption), Anupalabdi (Non-Perception), Shabda (Verbal Testimony)
- Concept & Definition of Business Research
- Classification of Business research viz. Basic vs. Applied Research,
- Problem Identification vs. Problem Solving Research,
- Cross Sectional vs. Longitudinal Research,
- Quantitative Vs. Qualitative Research
- Methods of Knowing: Scientific & Non-Scientific methods (Name the types of non-scientific methods only)
- Characteristics of a good scientific research
- Types of research design (Exploratory and Conclusive)
- Different types of errors in business research
- Meaning of terms: "Concept", "Construct" and "Definition" in relation to business research
- Different types of variables in business research
- Definition of hypothesis
- Types of hypotheses
- Role of hypothesis in research
- Qualities of a good hypothesis
- Business Research Process



Unit 2: Data Collection**(25%)**

- Difference between terms: "Data" and "Information",
- Difference between Primary Data & Secondary Data. Their relative merits & de-merits,
- Various sources of secondary data (Internal & External)
- General Idea of survey methods
- Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey,
- Comparison of four survey methods on various parameters - Social desirability, Perceived Anonymity, Response Rate, Control on data collection environment, Diversity of questions, Interviewer's bias, Use of physical stimuli, Sample control, quantum of data
- Definition of Observation : When observation method is suitable, Advantages and Limitations of Observation Method

Unit 3: Sampling and Scaling Methods.**(25%)**

- Difference between Sample and Census
- Sampling Procedure
- Probabilistic and Non- Probabilistic Sampling Methods
- Meaning of scale and Attitude scale
- Types of primary scale (Nominal, ordinal, interval, ratio)
- Various Comparative and Non-comparative attitude Scales

Unit 4: Design of Questionnaire, Data preparation and Report writing**(25%)**

- **Design of Questionnaire:** Definition of Questionnaire, Process of questionnaire design,
- **Data Preparation:** Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistical Adjusting the data),
- **Report writing:** Types of research report, Contents/format of research report)

Suggested Readings:

1. Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill (Main Text)
2. Marketing Research: Naresh Malhotra, Pearson Publications (Second Text)
3. Marketing Research: Churchill, Dryden Press, Harcourt Publications
4. Business Research Methods: Zikmund , Cengage Publishing
5. Business Research Methods: Saunders, Pearson Publications
6. Marketing Research : G. C. Beri, Tata McGraw Hill Education
7. G.P. Bhatta : Epistemology of Bhatta School of Purva Mimamsa, Chowkhamba Publication

