

**Amrita School of Business
Amrita Vishwa Vidyapeetham
Coimbatore**

Term

Course Title:	Business Research Methods
Course Code:	BR301C
Credits:	3
Total Sessions:	24
Course Instructor:	Dr. Ajitha Soundararaj
Contact Information:	s_ajitha@cb.amrita.edu
Course Link:	
Office:	S - 4, ASB
Office hours:	Monday – Friday, 4.00 pm onwards
Course contributes mostly to:	Employability/ Entrepreneurship/ Skill Development/ Adds value to project undertakings

Course Description

This course is an introductory course in business research methods. The course gives an overview of research process including research problem definition, research design, data collection, data analysis, writing of reports and ethical issues involved. This course is meant to be a foundation to the Business Research Projects that the students are expected to do in their 2nd year of management studies. The management-specific attributes, knowledge and skills that graduates are expected to possess when they complete the programme.

BRM taught in Term 1 and Term 2, reinforces the critical thinking through some exercises assigned such as class assignment, project work and discussions followed in the class, and in Term 3, the final assessments will be made based on the written examination, outcome of the assignment, and project viva that would reinforce the effective written and oral communication. A few objectives of other goals, Societal awareness, Ethical reasoning and Leadership are addressed through the class lecture and discussions in the class

Course Objectives

1. To develop understanding of the basic framework of research process.
2. To develop an understanding of various research designs and techniques.
3. To identify various sources of information for literature review and data collection.
4. To demonstrate knowledge of research process by conducting a literature review in their research area interest.
5. Define and develop a possible research interest area to be taken forward in their business research projects later in the second year of study.
6. To conduct an independent publishable research project.

Course Outcomes

On successful completion of BRM course (subsequently taught in T1, T2, and T3), students will be able to:

1. CO1 – understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project. (L3 - Apply)
2. CO2 – generate ideas and identify core business problem and distil into a research problem based on the scope and objectives of the study, and/or relate the problem with major theory, concepts and constructs. (L6 – Create)
3. CO3 – Analyse past literature for in-depth understanding on how the identified problem could be addressed, what are the different theories, design, methods have been followed and developed a conceptual framework in the existing literature. (*With the above understanding, the conceptual model will be framed for the current study in line with the gaps identified in the literature*) (L4 – Analyze)
4. CO4 – Evident, analyse, and support the association of variables attributed in the conceptual model with theory and outcomes of the relevant published articles, and evaluate with primary tools and other approaches that may be employed to interpret the results of the current study. (L5 – Evaluate)

Course Articulation Matrix

Course outcomes	Learning level	Course Outcome Statement	Critical & Integrative Thinking	Effective Written & Oral Communication	Societal Environ. & Awareness	Ethical Reasoning	Leadership	Assessments
CO1	L3 Apply	understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project.	3	3	0	0	1	Mid term examination End term examination
CO2	L6 Create	generate ideas and identify core business problem and distil into a research problem based on the scope and objectives of the study, and/or relate the problem with major theory, concepts and constructs.	3	0	1	0	1	Assignment (Discussions on finding the problem or idea generation, and finalising with the topic in the respective field)
CO3	L4 Analyze	Analyse past literature for in-depth understanding on how the identified problem could be addressed, what are the different theories, design, methods have been followed and developed a conceptual framework in the existing literature. (With the above understanding, the conceptual model will be framed for the current study in line with the gaps identified in the literature)	0	3	0	0	1	Class assignment (Literature review writing, and citing articles using software)
CO4	L5 Evaluate	Evident, analyse, and support the association of variables attributed in the conceptual model with theory and outcomes of the relevant published articles, and evaluate with primary tools and approaches that may be employed to interpret the results of the current study.	3	3	2	1	2	Project Proposal

(Key: 3 – Imparts knowledge / skills, provides practice & evaluates/ provides feedback; 2 – Imparts knowledge / skills & provides practice; 1 – Imparts knowledge / skills; 0- Does not address)

Assessment Specification Table

#	Learning outcomes	CO1	CO2	CO3	CO4	Total
	Assessments					
Term 1 & 2						
1	Class assignment – Literature review analysis	-	10	20	-	30
Term 3						
2	Mid-term exam	20	-	-	-	20
3	End-term exam	-	10	-	20	30
4	Project proposal review - comprehensive viva	-	-	-	20	20
Total		20	20	20	40	100

Pedagogy

The classroom activity will consist of lectures and hands-on experiences with advanced software. Individual/Group assignments, project and presentations will complement the classroom discussions in enhancing the understanding of the subject. Cases will be given ‘take home’ exercises to practice critical thinking. The students shall work in groups on the assigned topic to submit a term/ research paper. This exercise is to give the students an opportunity learn and apply the concepts and tools along with enhancing writing skills.

Course Requirements

The students are expected to prepare well in advance from the relevant references assigned before attending the sessions to make the classroom activity more meaningful and fruitful. Each student is expected to possess a copy of the prescribed textbook. Throughout this course, the students are expected to demonstrate highest levels of involvement and commitment, in terms of efforts, quality of work, and conduct both at individual level and as groups. The potential of making learning interesting and effective lies primarily in the hands of the students and are expected to use the same for this course throughout the term. The course demands study efforts of at least 6 hours/week outside classroom (2 hours for every one session of class). Preparation is mandatory for attending the classes.

Course Text book

1. Schindler, *Business Research Methods*, McGraw Hill Education (Book only)

Other References

1. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods*. Cengage Learning.
2. Bryman, Alan & Bell, Emma (2015). *Business Research Methods (Fourth Edition)*, Oxford University Press.
3. Haney, C., Banks, W. C., & Zimbardo, P. G. (1973). A study of prisoners and guards in a simulated prison. *Naval Research Review*, 30, 4-17.
4. McLeod, S. A. (2017). *Zimbardo - Stanford Prison Experiment*. Retrieved from www.simplypsychology.org/zimbardo.html

Session Plan

Sl. No.	Topic	Session	Chapter from TB	Resources used
TERM 1				
1	Research foundations & Fundamentals <ul style="list-style-type: none"> - Introduction to business research. - Research Process - Types of Variables 	1-3	<i>Schindler</i> <i>Ch 1 & Ch 2</i>	Zikmund - Ch1, Ch4
TERM 2				
2	Literature review <ul style="list-style-type: none"> - What is literature review (LR), & how it is done? - Citation and referencing (APA style) 	4-6	<i>Schindler</i> <i>Ch 3</i>	Online web resources / Software
3	Research Design: An Overview <ul style="list-style-type: none"> - What is a research design - Classification of research designs? 	7	<i>Schindler</i> <i>Ch 4</i>	<i>Schindler</i> & Zikmund
4	Research questions and hypotheses	8-10	<i>Schindler</i> <i>Ch 3</i>	Zikmund - Ch6
5	Sampling Design	11-12	<i>Schindler</i> <i>Ch 5</i>	Zikmund
6	Data Collection Design <ul style="list-style-type: none"> - Qualitative Research - Observation Studies - Survey Research - Experiments 	13-15	<i>Schindler</i> <i>Ch 6, 7, 8 & Ch 9</i>	
TERM 3				
7	Measurement Foundations <ul style="list-style-type: none"> - Scales of measurement, Validity, & Reliability - Measurement Questions - Measurement Instruments 	16-17	<i>Schindler</i> <i>Ch 10 & 11 & 12</i>	
8	Collect, Prepare, and Examine data Hypothesis Testing	18-19	<i>Schindler</i> <i>Ch 13 & 14</i>	
9	Measures of Association	20	<i>Schindler</i> <i>Ch 15</i>	
10	Research Reports: <ul style="list-style-type: none"> - Supported Insights and Recommendations - The research Proposal - Ethics in Research 	21	<i>Schindler</i> <i>Ch 16 & 17</i>	
11	Data analysis	22-24		Data analysis using statistical software like SPSS, Microsoft excel