

		National Institute of Technology Meghalaya An Institute of National Importance						CURRICULUM	
		Programme Doctor of Philosophy (Ph.D.)			Year of Regulation			2019-20	
Department Humanities and Social Sciences (HS)			Semester			I/II			
Course Code	Course Name	Credit Structure				Marks Distribution			
		L	T	P	C	INT	MID	END	Total
HS 506	Business Research Methods	3	0	0	3	50	50	100	200
Course Objectives	To understand different kinds of research designs in business research.	Course Outcomes	CO1	Ability to use different kinds of research designs in business research.					
	To understand the process of data collection, data analysis and data presentation.		CO2	Ability to understand the process of data collection.					
			CO3	Ability to understand the different aspects of data analysis and data presentation.					
SYLLABUS									
No.	Content						Hours	COs	
I	Introduction to Business Research: Research in Business, Ethics in Business, Thinking like a Researcher, The Research Process, The Research Question						04	CO1 CO2 CO3	
II	Research Design: Classification of Designs, Exploratory Studies, Descriptive Studies, Causal Studies, Qualitative Research, Observation Studies, Experiments, Surveys						12	CO1	
III	The Sources and Collection of Data: Measurement, Measurement Scales, Questionnaires and Instruments, Sampling						08	CO2	
IV	Analysis and Presentation of Data: Data Preparation and Description, Exploring, Displaying, and Examining Data, Hypothesis Testing, Measures of Association, Multivariate Analysis, Presenting Insights and Findings, Written Reports, Oral Presentations						12	CO3	
Total Hours						36			
Essential Readings									
1. Donald R. Cooper, Pamela S. Schindler and J. K. Sharma, "Business Research Methods", McGraw Hill Education, 11 th Edition, 2013.									
2. Dan Remenyi, et al., "Doing Research in Business and Management: An Introduction to Process and Method", Sage Publications, 1998.									
3. Robert G. Murdick and Donald R. Cooper, "Business Research: Concepts and Guides", Grid, 1982.									
Supplementary Readings									
1. Donald S. Tull and Del I. Hawkins, "Marketing Research: Meaning, Measurement, and Method", Macmillan, 1992.									
2. Paul D. Leedy, "Practical Research: Planning & Design, Prentice Hall, 6 th Edition, 1996.									
3. Neil Browne and Stuart M. Keeley, "Asking the Right Questions: A Guide to Critical Thinking", Prentice Hall, 1997.									
4. John W. Creswell, "Qualitative Inquiry and Research Design", Sage Publications, 5 th Edition, 1997.									
5. HyMariampolski, "Qualitative Market Research: A Comprehensive Guide", Sage Publications, 2001.									
6. Judy E. Stern and Deni Elliott (Eds.), "Research Ethics: A Reader", University Press of New England, 1997.									