



**SWARNANDHRA
COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by
NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956,
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Seetharampuram, W.G DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEACHING PLAN

Course Code	Course Title	Sem	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester	
24MB2T05	RESEARCH METHODS FOR BUSINESS DECISIONS	II	MBA	5	2025-26	02-02-2026	
COURSE OUTCOMES:							
CO1	Identify the nature and types of Research (K1)						
CO2	Apply knowledge in collecting data from various sources. (K3)						
CO3	Demonstrate knowledge in data analysis and interpretation.(K5)						
CO4	Applying appropriate statistical techniques in the analysis of data. (K3)						
CO5	Appraise different data analysis techniques (K5)						
UNIT	Out Comes / Bloom's Level	Topics	Topics/Activity	Text /Reference	Contact Hour	Delivery Method	
I	CO1: Identify the nature and types of Research (K1)	Introduction					PPT, Chalk & Talk,
		1.1	Introduction	T1,R1	1		
		1.2	Nature and Importance of Research	T1,R1	1		
		1.3	The role of Business Research	T1,R1	1		
		1.4	Aims of social research	T1,R1	1		
		1.5	Types of Research	T1,R1	1		
		1.6	Ethical issues in business research	T1,R1	1		
		1.7	Steps in Research	T1	1		
		1.8	Research process	T1	1		
1.9	Research Scenarios	T1	1				
Total						09	



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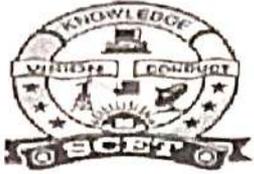
		Data Base				
II	CO2: Apply knowledge in collecting data from various sources. (K3)	2.1	Discussion on primary data and secondary data	T1,R2	1	PPT, Chalk & Talk, Tutorial, Active Learning & Case Study
		2.2	Tools, techniques and methods of collecting data	T1,R2	1	
		2.3	Sample design & techniques	T1,R2	1	
		2.4	Sampling design and Sampling procedures	T1,R2	1	
		2.5	Random vs. Non-random sampling techniques	T1,R2	1	
		2.6	Determination of sample size and sampling design	T1,R2	1	
		2.7	Designing of Questionnaire	T1,R2	1	
		2.8	Measurement and Scaling	T1	1	
		2.9	Guttman Scale – Likert Scale	T1	1	
		2.10	Schematic Differential Scale	T1,R2	1	
Total					10	
III	CO3: Demonstrate knowledge in data analysis and interpretation. (K5)	Survey Research and Data Analysis				
		3.1	Selection of an appropriate survey research design	T2,T3	1	PPT, Chalk & Talk, Tutorial
		3.2	Nature of field work and Field work management	T2,T3	1	
		3.3	Media used to communicate with Respondents	T2,T3	1	
		3.4	Personal and Telephone interviews	T2,T3	1	
		3.5	Self-administered Questionnaires	T1	1	
		3.6	Editing of Data	T1	1	
		3.7	Coding-Classification	T1	1	
		3.7	Tables and Graphic Presentation	T1	1	
		3.8	Preparation and Presentation of Research Report	T2,T3	1	
3.9	Criteria of Good Research Report	T1	1			
Total					09	



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		Statistical Inference				
IV	CO4: Applying appropriate statistical techniques in the analysis of data. (K3)	4.1	Testing of hypothesis	T2, T3	1	PPT, Chalk & Talk, Tutorial
		4.2	Formulation of Hypothesis	T1	1	
		4.3	Tests of Hypothesis	T1	1	
		4.4	Null vs. Alternative hypothesis	T2, T3	1	
		4.5	Parametric vs. Non-parametric tests	T2	1	
		4.6	Procedure of testing of hypothesis	T2	1	
		4.7	Tests of significance for small samples	T2, T3	1	
		4.8	T-test	T1	1	
		4.9	T-test-applications			
		4.10	Chi Square test	T1	1	
			4.11	Chi Square test-Applications	T1	
				Total	11	
		Multivariate analysis				
V	CO5: Appraise Multivariate data analysis techniques (K5)	5.1	Multivariate analysis	T2, T3, R3	1	PPT, Chalk & Talk, Tutorial
		5.2	Classifying multivariate techniques	T2, T3, R3	1	
		5.3	Analysis of dependence	T2, T3, R3	1	
		5.4	Analysis of independence	T2, T3, R3	1	
		5.5	Bi-Variate analysis	T2, T3, R3	1	
		5.6	tests of differences-t test for comparing two means	T2	1	
		5.7	tests of differences-t test for comparing two means-Problems	T2	1	
		5.8	z-test for comparing two proportions	T2, T3, R3	1	
		5.9	z-test for comparing two proportions-Problems	T2	1	
		5.10	ANOVA for complex experimental designs	T2, T3, R3	1	
				ANOVA for complex experimental designs-Applications	T2, T3, R3	
				Total	11	
CUMULATIVE PROPOSED PERIODS					50	



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Text Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	CR Kothari, "Research Methodology", 4 th Ed, Himalaya Publishing House, Mumbai, 2019
T2	William G. Zikmund, Adhikari: "Business Research Methods", 8 th Ed, Cengage Learning, New Delhi, 2012.
T3	S. Shajahan: "Research Methods for Management", 4 th Ed, Jaico Publishing House, New Delhi, 2000.

Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	Cooper R. Donald and Schindler S. Pamela: "Business Research Methods", 12 th Ed, Tata McGraw Hill, New Delhi, 2017
R2	M.V. Kulkarni: "Research Methodology", 1 st Ed, Everest Publishing House, New Delhi, 2010.
R3	Sachdeva: "Business Research Methods", 3 rd Ed, Himalaya Publishing House, Mumbai, 2014

Web Details

1	https://nptel.ac.in/courses/127106227
2	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview

	Name	Signature with Date
i. Faculty	Dr. O.V.A.M. Sridevi	
ii. Course Coordinator	P. S. J. Shilpa	
iii. Module Coordinator	Dr. O.V.A.M. Sridevi	
iv. Programme Coordinator	Dr. G. Grace	

Principal