



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB04001031

Course / Subject Name: Business Research Methodology

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Core Course

Prerequisite:	-
Rationale:	Business Research Methods equips students with systematic tools to identify business problems, gather reliable data, analyze findings, and make evidence-based decisions. The subject builds skills in designing studies, interpreting quantitative and qualitative information, and applying research insights to real organizational challenges, strengthening both strategic thinking and managerial effectiveness.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand Business Research. Prepare a detailed research plan covering all essential aspects of a research project.	Understand, Apply, Create
02	Construct and administer effective research instruments like questionnaires.	Apply, Create
03	Execute data collection strategically to gather relevant information.	Apply
04	Apply advanced statistical techniques for data interpretation.	Apply
05	Draft comprehensive research reports tailored to specific audience needs.	Create

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Research <ul style="list-style-type: none">• Definition of Research, Motivation for Research.• Types of research.	12	25



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	<ul style="list-style-type: none"> • Characteristics of good research. • Ethics in research. 		
2.	Formulating the Research Problem <ul style="list-style-type: none"> • How to identify and formulate research problems specifically related to business. • Conduct of Literature reviews and its significance. • Develop research questions and objectives. • Types of Research Designs. 	12	25
3.	Measurement and Data Collection <ul style="list-style-type: none"> • Measurement and scaling • Different types of data – primary and secondary. • Sources of measurement error, and scale construction techniques. • Data collection methods, including questionnaires, interviews, and observations. • Sampling methods – Random and Non-Random Sampling methods 	11	25
4.	Data Analysis and Interpretation <ul style="list-style-type: none"> • Data preparation (editing and coding) • Descriptive Analysis measures. • Hypothesis • Errors in Hypothesis Testing • Parametric and non-parametric tests. • Tools and techniques for data visualization like charts, tables, and box plots. • Components of research report. 	10	25
5.	Practical Aspects <ul style="list-style-type: none"> • Identify a research problem related to any business area – like marketing. • Design questionnaire, collect data and analyze and interpret the finding. Prepare a Research report for the same. 	15	CEC
	Total	60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	30%	25%	0%	15%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) Books:

No.	Author	Title	Publisher	Edition
1	C.R. Kothari.	Methodology of Research	New Age International Pvt Ltd	Latest
2	Uma Sekaran	Research Methods for Business	Wiley	Latest
3	Ranjit Kumar	Research Methodology	SAGE Publications	Latest
4	Malhotra, N. K., Nunan, D., & Birks, D. F.	Marketing Research	Pearson	Latest

(b) Case Studies

1. Using Market Research to Assess Willingness to Pay for Pricing Decisions by: Kamel Jedidi, Robert J. Morais (2023) - <https://hbsp.harvard.edu/product/CU378-PDFENG>

CO- PO Mapping:

Semester 4	Course Name : Business Research Methodology				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	-	2
CO2	2	3	1	1	2
CO3	2	3	1	1	2
CO4	1	3	-	-	2
CO5	2	2	1	1	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
