

Anekant Education Society's
Anekant Institute of Management Studies Baramati

Division A

Course Completion Report-Business Research Methods (104BRM) (A. Y. 2022-23)

Session Number	Covered Syllabus(%)	Unit	Chapter	Description	Actual Date	Time	Proposed Date	Teaching Methodology	References	Course Outcomes	Program Outcomes
1	2.3	1	Foundatio	Foundations of Research: Definition of Research, Need of business research, Characteristics of scientific research method,	16-Nov	10:30	15-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
2	4.6	1	Foundatio	Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question	17-Nov	10:30	17-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
3	6.9	1	Foundatio	The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection	18-Nov	02:30	18-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
4	9.2	1	Foundatio	Data analysis - Writing up- The iterative nature of business research process, Elements of a Research Proposal.	22-Nov	10:30	19-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
5	11.5	1	Foundatio	Practical considerations Values – researcher & organization.	25-Nov	02:30	22-Nov	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
6	13.8	1	Foundatio	Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy,	26-Nov	01:30	24-Nov	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
7	16.1	1	Foundatio	Deception, Reciprocity and trust, Affiliation and conflicts of interest.	29-Nov	10:30	25-Nov	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
8	18.4	1	Foundatio	Legal considerations - Data management, Copyright.	01-Dec		26-Nov	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
9	20.7	1	Foundatio	Typical Research applications in business and management	02-Dec	10:30	01-Dec	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
10	23.0	2	Research	Research Design: Concept, Features of a robust research design.	03-Dec	01:30	02-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
11	25.3	2	Research	Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation	06-Dec	10:30	03-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
12	27.6	2	Research	Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables	08-Dec	10:30	06-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
13	29.9	2	Research	Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs,	09-Dec	02:30	08-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
14	32.2	2	Research	Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design	10-Dec	01:30	09-Dec	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
15	34.5	2	Research	Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis,	13-Dec	10:30	10-Dec	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
16	36.8	2	Research	Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis	15-Dec	10:30	13-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
17	39.1	2	Research	Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.	16-Dec	02:30	15-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
18	41.4	3	Data & Me	Data & Measurement: Meaning of data, Need for data.	17-Dec	01:30	16-Dec	L	Research Methods in Business Studies: A Practical	NA	NA
19	43.7	3	Data & Me	Secondary Data: Definition, Sources, Characteristics,	20-Dec	10:30	17-Dec	P	Business Research Methods, Alan Bryman & Emma Bell.	NA	NA

20	46.0	3	Data & Me	Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency.	22-Dec	10:30	20-Dec	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
21	48.3	3	Data & Me	Primary Data: Definition, Advantages and disadvantages over secondary data	23-Dec	02:30	22-Dec	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
22	50.6	3	Data & Me	Measurement: Concept of measurement, What is measured? Problems in measurement in management research - Validity and Reliability	24-Dec	01:30	23-Dec	T	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
23	52.9	3	Data & Me	Levels of measurement - Nominal, Ordinal, Interval, Ratio.	03-Jan	10:30	24-Dec	L	Business Research Methods, Alan Bryman & Emma Bell,	NA	NA
24	55.2	3	Data & Me	Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales	05-Jan	10:30	03-Jan	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
25	57.5	3	Data & Me	Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application.	06-Jan	02:30	05-Jan	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
26	59.8	3	Data & Me	Questionnaire: Questionnaire Construction - Personal Interviews,	07-Jan	01:30	06-Jan	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
27	62.1	4	Data & Me	Telephonic survey Interviewing, Online questionnaire tools	10-Jan	10:30	07-Jan	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
28	64.4	4	Sampling:	Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample	12-Jan	10:30	10-Jan	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
29	66.7	4	Sampling:	Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors,	13-Jan	02:30	12-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
30	69.0	4	Sampling:	Methods to reduce the errors, Sample Size constraints, Non Response	17-Jan	10:30	13-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
31	71.3	4	Sampling:	Probability Sample: Simple Random Sample, Systematic Sample	19-Jan	10:30	14-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
32	73.6	4	Sampling:	Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling	20-Jan	02:30	17-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
33	75.9	4	Sampling:	Purposive Sampling, Quota Sampling & Snowballing Sampling methods	21-Jan	01:30	19-Jan	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
34	78.2	4	Sampling:	Determining size of the sample: Practical considerations in sampling and sample size,	24-Jan	10:30	20-Jan	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
35	80.5	5	Data Analy	Data Analysis & Report Writing: Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data,	25-Jan	10:30	21-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
36	82.8	5	Data Analy	Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation.	26-Jan	10:30	24-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
37	85.1	5	Data Analy	Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms.	27-Jan	02:30	26-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr	NA	NA
38	87.4	5	Data Analy	Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation,	28-Jan	01:30	27-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA

39	89.7	5	Data Analy	Karl Person's coefficient of correlation and spearman's rank correlation	01-Feb	10:30	28-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
40	92.0	5	Data Analy	Chi-square test including testing hypothesis of association, association of attributes.	02-Feb	10:30	31-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
41	94.3	5	Data Analy	Linear Regression Analysis: Meaning of regression, Purpose and use,	03-Feb	02:30	02-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
42	96.6	5	Data Analy	Linear regression; Interpretation of regression co-efficient, Applications in business scenarios.	04-Feb	01:30	03-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
43	98.9	5	Data Analy	Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test.	07-Feb	10:30	04-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
44	100.0	5	Data Analy	Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation	09-Feb	10:30	07-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA
45	100.0	5	Data Analy	NA	NA	NA	09-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice	NA	NA



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2	4.6	1	Foundations of Research:	Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question	17-Nov	9:30-10:30	17-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
3	6.9	1	Foundations of Research:	The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection	18-Nov	11:30-12:30	18-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
4	9.2	1	Foundations of Research:	Data analysis - Writing up- The iterative nature of business research process, Elements of a Research Proposal	22-Nov	1:30-2:30	19-Nov	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
5	11.5	1	Foundations of Research:	Practical considerations Values – researcher & organization.	25-Nov	11:30-12:30	22-Nov	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
6	13.8	1	Foundations of Research:	Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy.	26-Nov	11:30-12:30	24-Nov	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
7	16.1	1	Foundations of Research:	Deception, Reciprocity and trust, Affiliation and conflicts of interest.	29-Nov	1:30-2:30	25-Nov	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
8	18.4	1	Foundations of Research:	Legal considerations - Data management, Copyright	01-Dec	9:30-10:30	26-Nov	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
9	20.7	1	Foundations of Research:	Typical Research applications in business and management	02-Dec	11:30-12:30	01-Dec	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.	NA	NA
10	23.0	2	Research Design:	Research Design: Concept, Features of a robust research design.	03-Dec	11:30-12:30	02-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
11	25.3	2	Research Design:	Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation	06-Dec	1:30-2:30	03-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
12	27.6	2	Research Design:	Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables	08-Dec	10:30-11:30	06-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
13	29.9	2	Research Design:	Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs,	09-Dec	11:30-12:30	08-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
14	32.2	2	Research Design:	Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design	10-Dec	11:30-12:30	09-Dec	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
15	34.5	2	Research Design:	Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis,	13-Dec	1:30-2:30	10-Dec	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
16	36.8	2	Research Design:	Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis	15-Dec	10:30-11:30	13-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
17	39.1	2	Research Design:	Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance	16-Dec	11:30-12:30	15-Dec	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
18	41.4	3	Data & Measurement	Data & Measurement: Meaning of data, Need for data	17-Dec	11:30-12:30	16-Dec	L	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
19	43.7	3	Data & Measurement	Secondary Data: Definition, Sources, Characteristics,	20-Dec	1:30-2:30	17-Dec	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
20	46.0	3	Data & Measurement	Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency.	22-Dec	10:30-11:30	20-Dec	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
21	48.3	3	Data & Measurement	Primary Data: Definition, Advantages and disadvantages over secondary data	23-Dec	11:30-12:30	22-Dec	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA

22	50.6	3	Data & Measurement	Measurement: Concept of measurement, What is measured? Problems in measurement in management research - Validity and Reliability	24-Dec	11:30-12:30	23-Dec	T	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
23	52.9	3	Data & Measurement	Levels of measurement - Nominal, Ordinal, Interval, Ratio	03-Jan	9:30-10:30	24-Dec	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
24	55.2	3	Data & Measurement	Attitude Scaling Techniques: Concept of Scale - Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales	05-Jan	10:30-11:30	03-Jan	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
25	57.5	3	Data & Measurement	Ranking Scales - Paired Comparison & Forced Ranking - Concept and Application	06-Jan	11:30-12:30	05-Jan	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
26	59.8	3	Data & Measurement	Questionnaire: Questionnaire Construction - Personal Interviews,	07-Jan	11:30-12:30	06-Jan	L	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
27	62.1	4	Data & Measurement	Telephonic survey interviewing, Online questionnaire tools	10-Jan	1:30-2:30	07-Jan	P	Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press	NA	NA
28	64.4	4	Sampling:	Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample	12-Jan	10:30-11:30	10-Jan	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
29	66.7	4	Sampling:	Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors,	13-Jan	11:30-12:30	12-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
30	69.0	4	Sampling:	Methods to reduce the errors, Sample Size constraints, Non Response	17-Jan	1:30-2:30	13-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
31	71.3	4	Sampling:	Probability Sample: Simple Random Sample, Systematic Sample	19-Jan	10:30-11:30	14-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
32	73.6	4	Sampling:	Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling	20-Jan	11:30-12:30	17-Jan	L	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
33	75.9	4	Sampling:	Purposive Sampling, Quota Sampling & Snowballing Sampling methods	21-Jan	11:30-12:30	19-Jan	P	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
34	78.2	4	Sampling:	Determining size of the sample: Practical considerations in sampling and sample size,	24-Jan	1:30-2:30	20-Jan	T	Business Research Methods, Donald Cooper & Pamela Schindler, TMGH	NA	NA
35	80.5	5	Data Analysis & Report Writing:	Data Analysis & Report Writing: Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data,	25-Jan	10:30-11:30	21-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
36	82.8	5	Data Analysis & Report Writing:	Univariate analysis - Interpretation of Mean, Median Mode, Standard deviation, Coefficient of Variation	26-Jan	11:30-12:30	24-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
37	85.1	5	Data Analysis & Report Writing:	Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms	27-Jan	11:30-12:30	26-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
38	87.4	5	Data Analysis & Report Writing:	Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation,	28-Jan	11:30-12:30	27-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
39	89.7	5	Data Analysis & Report Writing:	Karl Pearson's coefficient of correlation and spearman's rank correlation	01-Feb	9:30-10:30	28-Jan	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
40	92.0	5	Data Analysis & Report Writing:	Chi-square test including testing hypothesis of association, association of attributes	02-Feb	10:30-11:30	31-Jan	T	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
41	94.3	5	Data Analysis & Report Writing:	Linear Regression Analysis: Meaning of regression, Purpose and use,	03-Feb	11:30-12:30	02-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
42	96.6	5	Data Analysis & Report Writing:	Linear regression: Interpretation of regression co-efficient, Applications in business scenarios	04-Feb	11:30-12:30	03-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
43	98.9	5	Data Analysis & Report Writing:	Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test.	07-Feb	1:30-2:30	04-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
44	100.0	5	Data Analysis & Report Writing:	Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation	09-Feb	10:30-11:30	07-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA
45	100.0	5	Data Analysis & Report Writing:	NA	NA	NA	09-Feb	P	Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall	NA	NA

