



Anekant Education Society's
ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)
Baramati, Pune
MBA Sem. I (Batch of 2022-23)
Lesson Plan (A. Y. 2022-23)

Course Title	Business Research Methods	Course Code	104 BRM
Name of Faculty	Dr. D. P. More	Type of Course	Subject Elective
Credits	04	LTP	2:1:1
Teaching Pedagogy	Lectures, Tutorials , Flipped Classroom, T-P-S	Session Allotment	45

Evaluation Method: CCE

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Online Quiz	25	To review understanding level
CCE 02	Research Proposal	25	To evaluate the application of theoretical concepts
CCE 03	Presentation	25	To check overall practical knowledge of subject.

Comprehensive Concurrent Evaluation Plan (CCE Plan)

COs	CCE01	CCE 02	CCE 03	Total Marks
	Online Quiz	Research Proposal	Presentation	
	25 Marks	25 Marks	25 Marks	
1. Remembering	15			15
2. Understanding	10			10
3. Analysing		5	05	10
4. Evaluating		5	10	15
5. Applying		05	05	10
6. Creating		10	05	15

(Note: CCE tools, weightage & L: T: P configuration shall be designed by course teacher based on need of students and competency of teacher)

POs	Program Outcomes
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues



PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders
PO6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
PO9	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors& act with integrity
PO10	Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

Programme Specialization Outcomes (PSOs): At the end of the MBA programme the learner of specific specialisation will possess the

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO02	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO 03	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems
CO 04	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective
CO 05	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO 06	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems

2019 Month	Unit	L:T:P	CO	Per Session Topics to be covered
December	1	L	1	Foundations of Research: Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management

January		L	1	Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question
		L	2	The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection
		L	3	Data analysis - Writing up- The iterative nature of business research process, Elements of a Research Proposal.
		T	5	Practical considerations Values – researcher & organization.
		T	1	Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy,
		P	3	Deception, Reciprocity and trust, Affiliation and conflicts of interest.
		P	6	Legal considerations - Data management, Copyright.
	2	L	2	Research Design: Concept, Features of a robust research design.
		P	3	Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation
		L	1	Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables
		L	2	Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs,
		L	1	Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design
		T	3	Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis,
		T	2	Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis
	February	P	5	Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.
3		P	1	Online Quize-20 Marks
		L	1	Data & Measurement: Meaning of data, Need for data.
		P	4	Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency.
		P	6	Primary Data: Definition, Advantages and disadvantages over secondary data
		L	2	Measurement: Concept of measurement, What is measured? Problems in measurement in management research - Validity and Reliability
		T	2	Levels of measurement - Nominal, Ordinal, Interval, Ratio.
		L	2	Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales
		L	2	Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application.
		P	5	Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools
4		L	2	Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample
		P	4	Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors,
		T	3	Methods to reduce the errors, Sample Size constraints, Non Response



		L	1	Probability Sample: Simple Random Sample, Systematic Sample
		L	2	Stratified Random Sample, Area Sampling & Cluster Sampling.
		L	2	Non Probability Sample: Judgment Sampling, Convenience Sampling,
		L	1	Purposive Sampling, Quota Sampling & Snowballing Sampling methods
		P	5	Determining size of the sample: Practical considerations in sampling and sample size
	5	T	2	Data Analysis & Report Writing: Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data,
		T	3	Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation.
		P	5	Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms.
		T	6	Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation
		P	5	Chi-square test including testing hypothesis of association, association of attributes.
		P	4	Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios.
		T	3	Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test
		P	5	Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation
		P	6	Research Proposal Presentation
		P	6	Research Proposal Presentation

Total Sessions: 44 Dr. D. P. More

CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution

Course Outcome	POs	Cognitive Level (Remember/Understand Apply /Analyze /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total
CO1	PO1, PSO1	Remembering	7	1	1	9
C02	PO2	Understanding	9		3	12
C03	PO3	Analysing	1	2	4	7
C04	PO4, POS2	Evaluating	0	3	0	3
C05	PO5, PSO3	Applying	0	6	1	7
C06	PO6	Creating	0	4	1	5
Total Hours of instruction			17	12	10	43

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given PO.

If > 40% then PO is Level 3

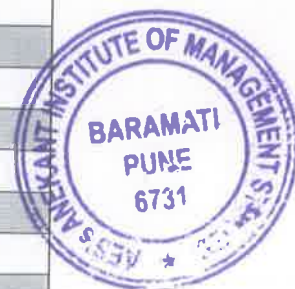
If 25 to 40% then PO is Level 2

If 5 to 25% then PO is Level 1

If not-addressed < 5% then PO is considered

CO-PO, PSO Mapping Level

	CO's	CO20501	CO20502	CO20503	CO20504	CO20505	CO20506
PO's	1	2					
	2		2	2			2
	3			2	2	2	2
	4						
	5						
	6				1	1	1
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PSO's	1						
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(Note: The strength of Mapping of CO with multiple PO and PSO shall be decided by course teacher)

Targets are to be set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

