



**SRM UNIVERSITY**  
**FACULTY OF ENGINEERING AND TECHNOLOGY**  
**DEPARTMENT OF COMPUTER M.Com (A&F)**

**LESSON PLAN**

**Course Code** : PAF14E04 / MAF1333  
**Course Title** : Research methods for business  
**Semester** :  
**Course Time** :

Day		
	Hour	Timing
I	5	1.50 – 2.40 pm.
II	5	1.50 – 2.40 pm.
III	2, 3	9.50 – 11.45 am.
IV	5, 6	1.50 – 3.30 pm.
V		

**Location** : FSH Building

**Faculty Details**

Sec.	Name	Office	Office hour	Mail id
-	Dr.A.Subbarayan	M410 MBA Block	8.45 am. – 3.45 pm.	<a href="mailto:subbarayan.a@ktr.srmuniv.ac.in">subbarayan.a@ktr.srmuniv.ac.in</a>

**Required Books:**

1. Cooper, Business Research Method, Tata McGraw Hill, New Delhi.
2. Suchdeva J.K., Business Research Methodology, Himalaya Publication, Bombay.
3. Gupta S.P., Statistical Methods, Sultan Chand Publication, New Delhi, 2009 edition.
4. Kothari C.R. Research Methodology, Himalaya Publication, Bombay.
5. Pillai R.S.N. & Bagavathi V. – Statistics, Sultan Chand \publication, New Delhi, 2008 edition.

**Objectives:**

- To have detailed study on various methods of research
- To expertise with statistical tools and techniques for social science research

**Assessment Details**

2 Cycle Test	: (2x10) 20	2 Cycle Test	: (2x10) 20
Attendance	: 05	Assignment	: 10
Model Exam	: 20	Model Exam	: 10
Surprize Test	: 05	Attendance	: 10

### Outcomes

Students who have successfully completed this course will have full understanding of the following concepts

Course outcome	Program outcome
(1) The student will have a clear understanding of project preparation (2) The students will be trained for conducting sample surveys. (3) To become a market research specialist	(1) To use the techniques for business decisions (2) To prepare research proposals

### Detailed Session Plan

Weeks	Topics to be covered	Hours per week	Teaching Method	Testing Method
1	Business Research, Meaning, Scope and Significance, Utility of Business Research	5	BB	Discussion
2	Qualities of a good researcher, Types of Research, Research processes	5	BB	Discussion
3	Identification, Formulation of Research Hypothesis, Research Design	5	BB	Assignment
4	Meaning of MCT, SD, Correlation	5	BB	Discussion
5	Partial and multiple correlation, Regression models 1	5	BB	Comparative Study
6	Regression models 2, Auto-correlation, Path analysis	5	BB	Assignment
7	Sampling methods, sample size, sampling error	5	BB	Comparative Study
8	Field work, Data collection tools, Questionnaire	5	BB	Group discussion
9	Schedule, Observation interview, Pilot study	5	BB	Comparative Study
10	Measurement techniques, Scaling techniques, Reliability	5	BB	Assignment
11	Validity, Editing and coding, classification	5	BB	Discussion
12	Tabulation, Report writing, Types of reports	5	BB	Discussion
13	Test of significance, Large sample test, T-Test	5	BB	Discussion
14	Test for attributes, ANOVA, Chi-square test	5	BB	Discussion
15	Reports, Bibliography, Appendix	5	BB	Discussion

Prepared by  
Dr.A.Subbarayan

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