

Name of College: S. R. Luthra Institute of Management						
Faculty		Management		Program	Master of Business Administration (M.B.A.)	
Year		I		Version	2.0	
Semester		1		Effective From	July 2026	
Course Code	MMBA29103	Course Name	Business Research & Data Analysis (BRDA)			
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	CCE	SEE	Total
4	4	0	0	50	50	100

Course Outcomes:

CO	Students will be able to
CO1	<i>Understand</i> the fundamental concepts, types, and ethics of business research.
CO2	<i>Formulate</i> a research problem, research objectives, and research hypothesis based on an appropriate literature review.
CO3	<i>Recommend</i> appropriate sampling methods, measurement scales, and data collection instruments.
CO4	<i>Analyse</i> quantitative data using statistical tools (such as descriptive, probability, and inferential) and interpret the results.
CO5	<i>Evaluate</i> the significance of statistical results of the bi and multivariate analysis.
CO6	<i>Prepare</i> a structured research report and communicate findings effectively.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	1	3
CO2	3	2	2	2	1	3
CO3	3	2	1	2	1	3
CO4	2	3	1	2	1	3
CO5	2	3	1	2	1	3
CO6	2	3	1	2	1	3



Sr. No.	Module	Description	CO	Marks	Hours
1	I	Introduction to Business Research: - Business Research: Meaning and types of business research (Basic v/s applied research) - Ethics in research	1, 2	12	18
		Business Research Process – Phase I - Problem Identification / Problem Statement - Review of Literature (including citation and bibliography/references) - Research Questions & Research Objectives - Hypothesis formulation - Research Design - Exploratory, Descriptive, and Causal - Qualitative and quantitative - Survey Method for data collection			
2	II	Business Research Process – Phase II - Sampling Design - Probabilistic and non-probabilistic sampling - Data Collection - Measurement and Scaling - Questionnaire designing - Validity and Reliability (Only Concepts)	3	10	12
3	III	Data Analysis – Phase II - Data Preparation - Questionnaire screening - Editing - Coding and data entry (Statistical software application) - Descriptive Statistics - Measures of Central Tendency (Concepts, and Statistical software application) - Measures of Variability (Concepts, and Statistical software application) - Measures of Shape of distribution (Concepts, and Statistical software applications) - Probability Distribution - Normal Distribution (Concept, Numerical, and Statistical Software Application) - Inferential Statistics: Basics	4, 5	12	15



		○ Types of Hypotheses ○ Concept of Tail of distribution ○ Concept of Significance Level ○ Concepts of "Types of Error" in statistical analysis ○ Steps of Hypothesis Testing: HBAT Process • Inferential Statistics: Parametric Tests (Concepts and Statistical Software Applications) ○ t-test: One-sample, two-sample, two samples and paired comparison test ○ F-test ○ ANOVA test			
4	IV	Data Analysis – Phase II • Inferential Statistics: Non-Parametric Tests (Concepts, and Statistical software application) ○ Chi-square test of Independence ○ Mann-Whitney U test ○ Wilcoxon Signed-rank test ○ Kolmogorov-Smirnov test • Descriptive Statistics - Bivariate Data Analysis (Concepts, and Statistical software application) ○ Scatter Plot ○ Correlation ○ Covariance • Inferential Statistics – Bivariate Data Analysis ○ Correlation ○ Linear Regression • Multivariate Data Analysis (Concepts and Statistical Software Applications) ○ Multiple Regression ○ Assessment of Reliability (Cronbach's Alpha) ○ Exploratory Factor Analysis • Research Report • Used Cases: Industry perspective	4, 5, 6	16	15



References:**Books:**

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| 1. | Bajpai, N. (2011). Business research methods. Pearson Education India. |
| 2. | Cooper, D. R., & Schindler, P. (2014). Business research methods. McGraw-hill. |
| 3. | Malhotra, N. K. (2020). Marketing research: An applied orientation. Deakin University. |
| 4. | Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2000). Business research methods (Vol. 6). Fort Worth, TX: Dryden Press. |
| 5. | Black, K. (2023), Business statistics for contemporary decision making, John Wiley & Sons. |

Newspapers / Magazines / Journals:

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| 1. | Open access: Journal of Business Research, Elsevier Publication |
| 2. | Open access: Journal of Risk and Financial Management, MDPI publication |
| 3. | Open access: European Journal of Management Issues |
| 4. | Open access: Asian Management and Business Review |
| 5. | Open access: International Journal of Business Analytics, IGI Publication |
| 6. | Open access: International Journal of Human Capital and Information Technology Professionals |

Web Resources:

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| 1. | https://study.sagepub.com/jonathanwilson2e |
| 2. | https://libguides.mdx.ac.uk/businesssupport/researchresources |
| 3. | https://guides.lib.utexas.edu/industry/RJournals |
| 4. | https://online.hbs.edu/blog/post/how-to-do-market-research-for-a-startup |
| 5. | https://www.old.imit.ac.in/note/18MBA204br.pdf |

