

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>				<b>Version</b>	1.0			
<b>Semester</b>	Even			<b>Effective From</b>	June 2023			
<b>Course Code</b>		<b>Course Name</b>	Basics of Research (Transdisciplinary Open Elective – TOE)					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
02	02	---	---	---	---	---	---	---

Sr. No	Module	Description	Marks	Hours
1	I	<b>Business Research Process – Stage I</b> <ul style="list-style-type: none"> <li>● Problem Identification</li> <li>● Management Questions &amp; Objectives</li> <li>● Descriptive research – survey</li> <li>● Sampling Design</li> </ul>		15
2	II	<b>Business Research Process – Stage II</b> <ul style="list-style-type: none"> <li>● Data collection tool (Questionnaire)</li> <li>● Data Analysis and Interpretation (Descriptive statistics)</li> <li>● Report Writing</li> </ul>		15

**REFERENCE**

<b>Books:</b>	
1.	Bajpai, N. (n.d.). <i>Business Research Methods</i> [Review of <i>Business Research Methods</i> ]. Pearson.
2.	Malhotra, N., & Dash, S. (n.d.). <i>Marketing Research – An applied orientation</i> [Review of <i>Marketing Research – An applied orientation</i> ]. Pearson.
3.	Cooper, D. R., & Schindler, P. S. (n.d.). <i>Business Research Methods</i> [Review of <i>Business Research Methods</i> ]. Tata McGraw Hill.
4.	
<b>Newspapers / Magazines / Journals:</b>	
1.	Journal of Indian Business Research
2.	International Journal of Statistics and Analysis
3.	IIMB management review
4.	Vikalpa

