



## Online PGDM

First Year, Trimester III, Dec 2023

Course Name : Business Research Methods

Max Marks : 70

Course Code : 3102

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Dear Students,

We hope this message finds you well and enthusiastic about the ongoing academic journey. We'd like to provide you with essential details regarding your individual project (BUSINESS RESEARCH METHODS), a pivotal component carrying significant weightage in your academic evaluation.

Below, please find a breakdown of the project stages along with their respective weightages:

Stage	Description	Weightage
Stage-1	Research Problem and Literature Review	20%
Stage-2	Questionnaire Design, Data Collection, Analysis, Interpretation	20%
Stage-3	Project Report Submission	15%
Stage-4	Presentation Video	15%

### Stage-1: Research Problem and Literature Review

Objective: Select an area within business, economics, finance, or human resources for focused study.

Task: Develop a well-characterized research problem statement and articulate purpose statements and research questions/hypotheses. This stage involves active discussions.

### Stage-2: Questionnaire Design, Data Collection, Analysis, Interpretation

Tasks: Designing the questionnaire, collecting data (from databases or field sources), analyzing data, and interpreting findings. Engagement in discussions at this stage is crucial.

### Stage-3: Project Report Submission

Deadline: The final project report, along with the Excel file, SPSS Data, and Output file, is due for submission **on or before 31-01-2024**.

Requirement: Ensure adherence to proper formatting guidelines.

### Stage-4: Presentation Video

Assessment: Your contribution will be evaluated based on the presentation video.

Submission: The presentation video should be submitted according to the outlined schedule.

Please be reminded that originality, current information, and accuracy, devoid of factual, theoretical, or grammatical errors, are critical aspects of this project throughout all stages.

Should you have any queries or require further clarification regarding any stage or aspect of the project, please don't hesitate to reach out to your respective mentors or advisors for guidance and support.

Wishing you success and a rewarding learning experience throughout this project journey!

Best Regards,  
Dr. Surender Kumar