

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: IV

BUSINESS RESEARCH METHODS

Course Code: 18BB404

No. of Hours: 60

COURSE OBJECTIVES:

- Research methodology provides a decision making base to managers to take sound managerial decisions.
- Developing in them a core competence of the managers tomorrow.
- To give knowledge about the process of research to students

LEARNING OUTCOMES:

- Awareness about how to carry on research
- Knowledge about framing a research design and collection of data
- Knowledge about how to analyse the data collected and report writing under different situations

UNIT 1:Introduction

08 HRS

Meaning-objectives – Research Categories(Basic Research and Applied Research)-Types of research(Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual and Empirical research) - research approaches(Quantitative and Qualitative Approaches) - research methods Vs research methodology- Research Process

UNIT 2:Defining the Research Problem

08 HRS

Meaning - selecting the problem –techniques involved in defining the problem- formulating of the problem-formulation of hypothesis (concept only)- Developing the research plan

UNIT 3:Research Design

08 HRS

Meaning - need - features important concepts relating to research design -types of research design (Exploratory and Conclusive Research Design) - basic principles of experimental designs

UNIT 4:Sampling

10 HRS

Meaning - need - census and sample survey - sampling designs -probability sampling (simple random, systematic, stratified, cluster, area multistage, sequential sampling methods)- non probability sampling (convenience, snowball, judgmental, case study. Quota sampling methods)

UNIT 5 Data collection and processing

12 HRS

Collection of primary data - collection of data through questionnaire- construction of a questionnaire- and schedules - secondary data - qualitative techniques of data collection – interview, Case study Method, observation - tabulation of data- Difference between primary and secondary data.

UNIT6:Analysis and interpretation of data and research reporting

14 HRS

Meaning of interpretation - techniques of interpretation - significance of report writing - steps - layout of the research report - types of reports -precautions while writing research reports- documentation and bibliography

SKILL DEVELOPMENT

- Illustrate primary and secondary data with examples.
- Construct a questionnaire for collection of primary data with respect a research topic of your choice.
- Activity on observation technique.
- Illustrate different types samples with examples

REFERENCES:

1. C.R. Kothari, Research Methodology.
2. O.R. Krishna Swamy, Research Methodology
3. Wilkinson and Bhandarkar, Methodology and techniques of social research
4. Sadhu Sing, research methodology in social sciences
5. V.P. Michael, Research Methodology in Management
6. Willium M.K. Trochim, Research Methods, Bzantra.