

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

**Programme: B.Voc. (Banking and Finance)**

**Semester: IV**

**BUSINESS RESEARCH METHODS**

**Course Code: 18BVB401**

**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**

**10HRS**

Meaning-objectives - types of research - research approaches - research methods Vs research methodology.

**UNIT 2: Defining the Research Problem**

**10HRS**

Meaning - selecting the problem - techniques involved in defining the problem.

**UNIT 3: Research Design**

**10HRS**

Meaning - need - features important concepts relating to research design -types of research design - basic principles of experimental designs.

**UNIT 4: Sampling**

**10HRS**

Meaning - need - census and sample survey - sampling designs -probability sampling (simple random, systematic, stratified, cluster, area multistage, sequential sampling methods).

**UNIT 5: Data collection and processing**

**10HRS**

Collection of primary data - collection of data through questionnaire and schedules - secondary data - qualitative techniques of data collection -interview, observation - tabulation of data.

**UNIT 6: Analysis and interpretation of data and research reporting**

**10HRS**

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

**SKILL COMPONENT**

- Write a report on the future perspective of research in commerce.
- Prepare a research design for a research problem in a financial institution.
- Design a questionnaire for a research problem relating to banks.
- Give five examples of census and sample survey.

### **BOOKS FOR REFERENCE**

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