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| Course Code | BBA5 B08 |
| Title of the Course | BUSINESS RESEARCH METHODS |
| Semester | 5 |
| No. of Credits | 4 |
| No. of Contact Hours | 64 Hrs |
| Hours/week | 4 Hrs |

Learning Outcomes: On completing the course students will be able to

1. Understand and develop insights and knowledge base of various concepts in Research.
2. Develop skills for conducting business research