

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

Module I : Business Research:Meaning and Definition - Features of Business Research – Phases of Business Research .Theory Building -Induction and Deduction Theory - Concept - Operational Definition - Variable – Proposition. Hypothesis – Types of Hypothesis. Types of Business Research: Basic and Applied – Exploratory - Descriptive and Causal.

10 Hours

Module II : Research Design:Research Design - Research Problem Identification – Identifying Research Gap – Setting Of Objectives And Hypotheses – Identifying The Variables - Dependent - Independent And Intervening Variables – Sampling Plan – Sample Size – Sampling Methods –Steps In Developing A Research Design.

15Hours

Module III : Data and Method of Research:Typesof Data – Primary Data: Meaning – Sources. SecondaryData- Meaning - Sources of Secondary Data- Limitation of Secondary Data. Exploratory Research: Objectives - Methods - Experience Survey - Secondary Data Analysis - Case Study - Pilot Study by Focus Group Interview. Method of Primary Data Collection: Survey- Types of Survey- Measurement and Scaling: Nominal - Ordinal – Interval and Ratio Scale – Criteria for Good Measurement – Reliability and Validity. Survey Instrument: Questionnaire and Schedule- Essentials of a Good Survey Instrument.

15Hours

Module IV : Data Processing and Analysis: Processing Stages - Editing - Coding and Data Entry – Descriptive Analysis under Different Types of Measurements - Percentages - Frequency Table - Contingency Table - Graphs - Measures of Central Tendency ,dispersion and Index Number -Interpretation.

10 Hours

Module V : Report Writing and Presentation: Research Report - Types of Reports – Content ofReport – Style of Reporting – Steps in Drafting Reports – Qualities of a Good Report –Documentation – Citation – Footnotes – References – Bibliography – APA and MLA - Formats inWriting References and Bibliography.

14 Hours

Reference Books:

1. Donald R. Cooper And Pamela S, Schindler: Business Research Methods. Latest Edition, Irwin McGraw- Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David White: Research Methods for Graduate Business and Social Science Students, Response Books. New Delhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers, New Delhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. Pearson Education.
5. William G. Zikmund, Business Research Methods, Thomson.
6. Wilkinson T.S. and Bhandarkar P.L, Methodology and Techniques of Social Research, Himalaya Publishers.
7. John W. Best And James V. Khan, Research in Education.
8. Singh A. K., Tests, Measurements and Research Methods In Behavioral Scienc, Bharathi Bhavan Publishers
9. Srivastava , T N and Shailaja Rego, Business Research methodology McGraw- Hill
10. Alan Bryman , Social Research Methods , Oxford University Press
11. Howard Lune , Bruce L. berg , Qualitative Research Methods for Social Sciences