

BBA CBCS 2019

SEM IV

404: Business Research

Course Code	404	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 70:30

Course Objectives:

- To give the learner an understanding of the basic techniques and tools of business research.
- To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.

Learning Outcomes:

Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.

Unit I: Introduction to Business Research

Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.

Unit II: Research designs

Research Design: importance and types - Exploratory, Descriptive, Causal.

Sampling – need and importance of sampling, Sampling techniques, representative sample,

Unit III: Data Sources

Secondary Data - Advantages & Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews – personal and telephone, questionnaire – self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys. Measurement: Scales of Measurement -Nominal, Ordinal, Interval and Ratio. Questionnaire – form & design.

Unit IV: Data Analysis

Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

Unit V: Report Writing

Types of reports, steps in Writing Reports , Format of a good report, Precautions in report writing.

Reference Books :

1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
2. Aaker, Kumar, Day - Marketing Research. Wiley.
3. Gupta Kirti, Research Methodology - Tools and Techniques, Nirali Prakashan.

Online Resources:

[https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%202 Rese arch%20Methods%20The%20Basics.pdf](https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%202%20Rese%20arch%20Methods%20The%20Basics.pdf)

http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf

http://edutechwiki.unige.ch/en/Research_methodology_resources

<http://rmit.libguides.com/researchmethods>

<https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

MOOCs:

<https://www.coursera.org/learn/research-methods>

<https://www.class-central.com/tag/research%20methods>

<https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1>