**BC5B08 BUSINESS RESEARCH METHODS**

**Lecture Hours per week: 4 Credits: 4**

**Internal: 20, External: 80**

**Objectives:**

> To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies.

**Module I**

Business Research: – Definition and significance - Features of business research – The research process – Variable - Proposition - Types of research – Exploratory and causal research –Theoretical and empirical research - Basic and applied research - Descriptive research - Phases of business research – Research Hypothesis – Characteristics – Research in an evolutionary perspective – Role of theory in research - Theory building - Induction and Deduction Theory. 10 Hours

**Module II**

Research Design – Definition – Types of research design – Exploratory and causal research design - Descriptive and experimental design – Types of experimental design – Validity of findings – Internal and external validity – Variables in research – Measurement and scaling – Different scales –Construction of instrument - Validity and reliability of instrument - 15 Hours

**Module III**

Data Collection: - Types of data – Primary Vs secondary data – Methods of primary data collection – Survey Vs observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – Sampling methods - Determinants of optimal

sample size – Sampling techniques – Probability Vs non probability sampling methods. 15 Hours

**Module IV**

Data Processing: Processing stages - Editing - Coding and data entry – Validity of data – Qualitative Vs quantitative data analysis – Frequency table - Contingency table - Graphs - Measures of central tendency and index number – Testing of Hypothesis - Bivariate and multi variate statistical techniques – Factor analysis – Discriminant analysis- Cluster analysis –

Interpretation. 15 Hours

**Module V**

Research Report: Different types – Contents of report – Need of executive summary – Chapterisation – Contents of chapter - Report writing stages – The role of audience – Readability – Comprehension – Tone – Final proof – Report format – Title of the report – Ethics in research –

Subjectivity and objectivity in research. 15 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- 110044.

3. Neresh K. Malhotra: Marketing Research, Latest edition. Pearson Education.

4. William G. Zikmund, Business Research Methods, Thomson

5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of Social

Research, Himalaya.

6. S N Murthy *&.* U Bhojanna: Business Research Methods, Excel Books, New

Delhi.

7. Jan Brace: Questionnaire Design, Kogan Page India

8. Michael V.P. Research Methodology in Management, Himalaya.

9. Dipak kumar Bhattacharyya. Research Methodology. Excel Books, New Delhi.

10. R. Paneerselvan: Research Methodology, Prentice-Hall of India

11. Ajai S Gaur & Sanjaya S Gaur: Statistical Methods for Practice &. Research, Response Books, New Delhi.

12. Kultar Singh: Quantitative Social Research Methods. Response Books, New

Delhi.