

CC : 502 : Business Research Methodology (Core Course)

Theory : Credit : 4 (100%)

Total Marks : 100

Unit	Topics Covered	Wt.
1.	Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation.	20%
2.	The Design of Research-Research Design; Features of a Good design; Different Research Designs; Measurement in Research; Data types; Sources of Error.	20%
3.	Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	20%
4.	Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing - Chi-square test, Z test, t-test, f-test.	20%
5.	Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. Awareness of Software Packages Relevant to Management Research, Interpretation of Data and Drawing Inferences.	20%

Reference Books:

- *Research Methodology*, C.R. Kothari
- *Survey Methods*, Fowler, Floyd, J. JR.
- *Statistical Methods*, Gupta, S.P.
- *Management Research*, Bennet, Roger
- *Business Research Methodology*, Luck & Rubin