

7. BUSINESS RESEARCH METHODOLOGY - [CC114] :

Objective : The objective of this course is to familiarise the students with the concepts, tools and techniques for undertaking research project in business and writing research reports in an acceptable form.

Content : Introduction To Business Research- Research In Business, The Research Process, The Research Proposal, Ethics In Business Research, Design Strategies, Sampling Process, Measurement & Measurement Scale, Exploring Secondary Data, Survey Methods, Questionnaire Designing, Observational Studies, Experimentation, Data Preparation & Description, Exploring, Displaying & Examining Data, Hypothesis Testing, Measures Of Association, Multivariate Analysis: Overview, Presenting Results: Written & Oral Report.