

**20BB211 BUSINESS RESEARCH METHODS**

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

**COURSE DESCRIPTION AND OBJECTIVE:**

This course is emphasis on procurement of the basic knowledge of Business Research methods concepts and techniques. Further it also provides the knowledge to develop formulation, implementation and evaluation skills of business research methods in various organization by this research techniques, tools and methods what the student studied.

**COURSE OUTCOMES:**

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Understand the research process.	1,2,3
2	Executing criteria of selecting sample and choosing sampling.	1,2,3
3	Implement testing of means and Chi-square	1,3,6
4	Use parametric tests for hypothesis testing.	2,3,4
5	Interpret the statistical results and prepare a good report.	1,5,6

**SKILLS :**

- ✓ Choose an area of interest, review a minimum of 4 literature on the same and
- ✓ formulate a topic for prospective research.
- ✓ Given a topic – collect data through primary and secondary sources.
- ✓ For a given data, analyze data using various statistical tools.
- ✓ For a given case study, prepare a research report in the required format.

**UNIT - I**

**L-10**

**Introduction:** Introduction to Research, Objectives of Research, Significance of Research, Types of Research, Research Approaches, Research Methods versus Methodology, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India

**UNIT - II**

**L-10**

**Sampling Design:** Concept of Surveys; Census and Sample surveys, Steps in sampling design, Criteria of selecting a sample, Characteristics of a good sample design, Different types of Sampling Designs: Non-probability sampling and probability sampling techniques; Concept of Hypothesis and Hypothesis testing procedure.

**UNIT - III**

**L-10**

**Regression and Chi-Square:** Measures of Relationship, Simple Regression Analysis, Hypothesis Testing of Means; Chi-square tests, conditions for applying chi-square test, chi-square test for goodness of fit and independence of attributes.

**UNIT - IV**

**L-10**

**Testing of Means:** Hypothesis Testing for Differences between Means by using t-test and z-tests; Hypothesis Testing for Comparing Two Related Sample.

**UNIT - 5**

**L-10**

**ANOVA and Report Writing:** ANOVA; One way ANOVA; Two way ANOVA; Meaning and Significance of Interpretation, Techniques of Interpretation, Significance and different Steps in report writing, Layout of the Research Report, Types of Reports.

**TEXT BOOKS:**

1. C.R. Kothari, "Research Methodology", 2nd Edition, New age international publisher 2018.

**REFERENCE BOOKS:**

1. Panneerselvam R: "Research Methodology", 2nd edition , PHI Learning Private Limited, 2014.
2. Bhattacharya, D. K., "Research Methodology", 2nd Edition, Excel Books, New Delhi, 2006.
3. Gupta S.P., "Statistical Methods", 43rd edition, Sultan Chand, New Delhi, 2014.