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| **Course Code** | **Course Name** | **L-T-P** | **Credits** |
| CK119 | **Business Research Methods** | 4-0-0 | 4 |

**Module 1:**

**Fundamentals of Research:** Definition of Research –Purpose of research – Types of research. Research process: Identifying research problem-Formulating research problem. Problem definition-Problem audit. Research Design: Development-Types- Characteristics. Research ethics.

**Module 2:**

**Review of literature:** Literature classification – purpose of review – sources of literature – Planning the review work.

Sampling: Fundamental Concepts-Different sampling methods- Sample size determination- Types of sampling-Developing appropriate sampling plan.

**Module 3:**

**Methods of collecting primary data**: - Method of collection of data – meaning and importance of data – sources of data – use of secondary data-observation, experimentation– interviewing, mail survey, projective techniques, sociometry.

**Tools for data collection:** type of tools – construction of schedules and questionnaires.

**Module 4:**

**Measurement and Scaling Techniques:** Different scales- Criteria for Scale Development- Validity- Reliability – pilot studies and pre-tests.

**Processing of data:** introduction – editing – classification and coding –tabulation and graphic representation.

**Module 5:**

**Statistical analysis of data:** Introduction – measures of central tendency –measures of dispersion – measures of association – bi-variate analysis – multivariate analysis –hypothesis testing – tests of significance.

**Report Writing:** Introduction types of reports – planning report-writing – research - report format – principles of writing – documentation: footnotes and bibliography.

**References**

1. Methodology of Research in Social Sciences – O.R. Krishnaswamy, Himalaya Publishing house
2. Methodology of Research -C.R. Kothari, Vikas Publication House, New Delhi
3. Research Methodology - Bhattacharya, Excel Books, New Delhi
4. Research Methodology -K.R.Sharma, National Publishers, Jaipur
5. Methodology and Techniques of Social Research -Wilkinson and Bhandarkar
6. Business Research Methods - Donald R Cooper and Pamela S Schindler
7. Quantitative techniques For Managerial Decision Making – Shenoy G.V., Srivastava U.K. and Sharma S.C.
8. Marketing Research – David A Aaker, V. Kumar &amp; George S Day
9. Business Statistics – David R Anderson, Dennis Sweeney &amp; Thomas Williams.