| BBA IV Year | BBA-R702 | | Semester-VII | | |
|---|---|---|---|---|---|
| | Research Methodology | | | | |
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Term Examination(ESE) | Maximum Marks (MM) | Total Credits | Maximum Hours |
| 3 Hrs. | 30(20+10) | 70 | 100 | 04 | 40 |

| | Course Outcomes: | Mapped Program Outcomes |
|---|---|---|
| CO.1 | To develop understanding on various kinds of research, research process and research designs. | PO.1, PO.2, PO.3. |
| CO.2 | To understand the theories and assertions of sampling methods. | PO.1, PO.2, PO.3 |
| CO.3 | To apply the concepts of various qualitative and quantitative research techniques. | PO.1, PO.2, PO.3, PO.7, PO.8 |
| CO.4 | To formulate tools for data collection, data analysis and interpretation of results. | PO.4, PO.5, PO.6, PO.7, PO.8 |
| CO.5 | To validate the various univariate, bivariate and multivariate techniques through mathematical understanding. | PO.4,PO.5, PO.6, PO.7,PO.8 |

- Research in Management: Definitions, Meaning, Scope and Objectives of Research, Different Approaches to Research – Scientific Methods and Nonscientific Methods; Types of Business Research; the Research Process; Ethics in Business Research. **(4 Hours)**
- Formulation and Definition of Business Research Problem; Formulation of Research Hypotheses Business Research Design – Meaning and Formulation; Research Design Classification – Exploratory Research Design (Secondary Data & Qualitative Research), Descriptive Research Design (Survey & Observation) and Causal Research Design (Experimentation). **(8Hours)**
- The Sampling Design Process; Types of Sample Design – Probability and Nonprobability Sampling Designs; Size of Sample; Sampling Errors; Concept of Measurement and Scaling; Important Scaling Techniques. **Case Study 1:** Attitudes Towards Technology and Lifestyle. **(8Hours)**
- Questionnaires and Observation Forms; Questionnaire Design Process; Collecting Primary Data through Observations, Semi.structured Interviews, In-depth Interviews and Questionnaire; Processing of Research Data Editing, Coding, Classification and Tabulation. **Case Study 2:** Telephonic Survey in South India **(10 Hours)**
- Basic Data Analysis – Overview of Univariate, Bivariate and Multivariate analysis, Descriptive Statistics; Univariate Statistics – Hypotheses Testing; Bivariate Analysis – Test of Differences and Measures of Association; Multivariate Analysis, Importance of the Report & Presentation; Business Report Format; Report Writing. **(10 Hours)**

SUGGESTED READINGS:

1. Pamela, Schindler(2021). *Business Research Methods*. McGraw Hill, New Delhi.

2. Malhotra, N.K.(2020).*Marketing Research* . Pearson Education, New Delhi
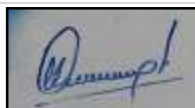
3. Cooper Donald (2019). *Business Research Methods* 9/e. McGraw Hill, New Delhi.

4. Saunders, Lewis & Thornhill (2018).*Research Methods for Business Students.* Pearson Education.

5. Zikmund, W. G., Babin, B. J., Carr ,J. C., Adhikari, A. & Griffin, M.(2017).*Business Research Methods: A South-Asian Perspective.* Cengage Learning India Pvt. Ltd, New Delhi.

6. Case Study1: Attitudes Towards Technology and Lifestyle.
7. Case Study 2: Telephonic Survey in South India

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.