

**B.Com. (Hons.): Semester-VI**  
**SEC- 3**

**BCM661: BUSINESS RESEARCH METHODS AND PROJECT WORK**

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test – 6 Marks
Tutorials: 1-hr/Week	Teachers Assessment –3 Marks
	Attendance – 6 Marks
Credits: 3	End Semester Exam – 35 Marks

**Course Objective**

This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1: to provide the general understandings of business research

CO2: to understand the concept / fundamentals of research and their types.

CO3: to understand the practical application of various research techniques

CO4: to understand the importance of scaling & measurement techniques and sampling techniques

CO5: to understand the importance of coding, editing, tabulation, and analysis in doing research

CO6: to understand and applying the concept of statistical analysis which includes ANOVA, chi-square test and techniques of report writing.

**Unit I: Introduction**

Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypothesis.

**Unit II: Research Process**

An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies.

**Unit III: Measurement**

Measurement: Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling –Steps, Types, Sample Size Decision; Secondary data sources.

**Unit IV: Hypothesis Testing**

Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests Testing the assumptions of Classical Normal Linear Regression.

**Unit V: Project Report Preparation**

Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification.

### Suggested Readings

- Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
- Business Research Methods, Naval Bajpai, Pearson Education
- Research Methodology, C R Kothari, New Age International
- Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
- Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2nd Edition.
- Business Research Methods by T.N. Srivastava & Shailaja Rao, TMH Publication, 2nd Edition

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