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| **BBA 405: Research Methodology** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives: The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

# Course Outcomes:

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| CO1 | Knowledge of concept / fundamentals for different types of research. |
| CO 2 | Applying relevant research techniques. |
| CO 3 | Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques. |
| CO4 | Synthesizing different techniques of coding, editing, tabulation and analysis in doing research. |
| CO5 | Evaluating statistical analysis which includes various parametric test and non-parametric test. |
| CO6 | Techniques to prepare report. |

**Course Content -**

**Unit-1**

Introduction –Meaning of Research, Objectives of Research, Types of Research, Significance of Research, Research methods versus methodology, Research process, Criteria of Good Research, Problems encountered by Researchers, Research problems in Management

**Unit-2**

Meaning of Research design, Features of a Good Research design, Different research design (Exploratory, descriptive and causal), Measurement scales: Nominal, Ordinal, Interval and ratio; Likert scale; Sources of error in measurement.

**Unit-3**

Sampling Design- Census and Sample Survey, Steps in Sample design, on-probability and Probability sampling designs (Sample random, Stratified random, Systematic, Cluster sampling), Determination of Sample size.

**Unit-4**

Primary versus Secondary data, Methods of Primary data collection (Observation, Interview, Questionnaire, and Schedule method), Guidelines for constructing questionnaire, Collection of secondary data. Processing and Analysis of data –Processing operations (Editing, Coding, Classification, Tabulation), Measures of Central tendency, Measures of dispersion.

**Unit-5**

Correlation and regression, Association of Attributes, Hypothesis Testing-Hypothesis Formulation, Null and alternative hypotheses, Types of errors, Level of significance, Tests based on Z, Chi –square, t and F- statistics.

**Unit-6**

Data Presentation-Diagrams, Graphs and Charts ,Report Writing-Significances of Report Writing, Different steps in writing report, Layout of the research report, Types of reports, Mechanics of writing a research report, precautions for writing research reports.

**Text and Reference Books-**

1. Research Methodology ,Kothari,C.R,2ND Edition, New Age International Publishers
2. Business Research Methods ,Zikmund ,William G,Thomson Learning
3. Panneerselvam, R.:Reaearch Methods ,Prentice-Hall of India Private Limited ,New Delhi