

# 17BB209-BUSINESS RESEARCH METHODS

## **Course Objective:**

Business research is a systematic enquiry whose objective is to provide information to solve managerial problems. This course is an introduction on how to do business research with an emphasis on applied problem solving. It has a major emphasis on applied problem solving strategies and communication skills.

## **Course outcomes:**

Upon completion of this course you should be able to:

- Understand the steps in conducting research and survey methods of data collection.
- Understand the meaning and importance of questionnaire and sampling.
- Understand the concepts of Correlation, Regression and Multiple Regression analysis.
- Understand the concepts of testing Quantitative data using Statistical inference.
- Understand the concepts analyzing Qualitative data and effective way of Report preparation.

## **Unit-I**

An introduction, Meaning of Research, Objectives of Research, Motivation in Research, Types of Research, Research Approaches, Significance of Research, Research Methods versus Methodology, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India

## **Unit- II**

**Sampling design:** census and sample survey, steps in sampling design, criteria of selecting a sample, characteristic of a good sample design, different types of sampling designs: Non-probability sampling and probability sampling techniques.

## **Unit-III**

**Processing and analysis of data:** Measures of Relationship, Simple Regression Analysis, What is a Hypothesis, Basic Concepts Concerning Testing of Hypotheses, Procedure for Hypothesis Testing, Tests of Hypotheses, Important Parametric Tests, Hypothesis Testing of Means, Hypothesis Testing for Differences

between Means , Hypothesis Testing for Comparing Two Related Sample.

#### **Unit-IV**

**Chi-square and ANOVA:** Chi-square tests, conditions for applying chi-square test, chi-square test for goodness of fit and independence of attributes, ANOVA: ANOVA ONE-WAY and ANOVA TWO-WAY classification.

#### **UNIT- V**

**Interpretation and Report Writing :** Meaning of Interpretation , Why Interpretation, Technique of Interpretation, Precaution in Interpretation , Significance of Report Writing , Different Steps in Writing Report , Layout of the Research Report , Types of Reports , Oral Presentation , Mechanics of Writing a Research Report , Precautions for Writing Research Reports , Conclusions.

#### **Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

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

#### **Text Books:**

1. **Research Methodology**, C.R. Kothari, 2<sup>nd</sup>, Wishwa Prakashan, 2009.

#### **Reference Books:**

1. Panneerselvam R: “**Research Methodology**”, 2<sup>nd</sup> edition , PHI Learning Private Limited.
2. Bhattacharya, D. K., Research Methodology, Excel Books, New Delhi.
3. Gupta S.P., Statistical Methods, Sultan Chand, New Delhi, 2001.