

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	3
COURSE TITLE	RESEARCH METHODOLOGY
COURSE CODE	04BB1304
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the basics of research, types of research, research process and its ethical dimensions.
- 2 Design the basic framework of research process, research designs, its techniques as well as sampling methods.
- 3 Integrate and Apply knowledge on measurement & scaling techniques associated with framing of questionnaire.
- 4 Formulate different hypothesis and practice its testing methods in business decision making process.
- 5 Appraise various sources of information for literature review and writing reports.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Business Research Business Research Methods : Introduction, Basic Research, Applied Research, Scope of Business Research , Managerial value of Business Research, Business Research in a Global context , Ethics and Business Research, Business Research Process Design, Formal Research Proposal and Introducing the Dimensions to the Problem, Identifying and Defining the Key Research Variables, Exploratory Research(Projective Techniques), Descriptive Research (Cross Sectional & Longitudinal Studies) , Causal Research	12

Contents : Unit	Topics	Contact Hours
2	Research Process Introduction to Qualitative and Quantitative Research, Sampling Design – Census and Sample survey, Characteristics of good sample design, Sampling Methods – Random sampling (Simple Random Sampling, Stratified Random Sampling, Systematic Sampling , Cluster Sampling) and non-random Sampling (Convenience, Judgmental, Quota Sampling, Snowball), Sampling and non-sampling Errors	8
3	Data Collection, Measurement and Scaling Data collection methods – Primary and Secondary Data , Measurement in Research, Measurement Scale, Meaning of Scaling, Scaling Techniques and their construction , Questionnaire Design	10
4	Testing of Hypothesis Formulation and statement of hypothesis, confidence interval, Type-I error, Type-II error, one-tailed & two tailed tests, Testing of hypothesis (z-test & t-test for single population) Chi-square test for independence of attributes	12
5	Preparing Reports Technical and Academic Report Writing, Significance of Report writing, Layout of Research Report, Precaution for writing Research Report and Conclusion	6
Total Hours		48

Textbook :

- 1 Business Research Methods , Naval Bajpai, Pearson, 2017
- 2 Research Methodology: Methods And Techniques, C.R.Kothari And Gaurav Garg, New Age International, 2014

References:

- 1 Research Methodology, Concepts And Cases, Research Methodology, Concepts And Cases, Deepak Chawla & Neena Sodhi, Vikas Publication, 2016
- 2 Business Research Methods, Business Research Methods, Cooper And Schindler, Mcgraw-Hill Publication, 2014
- 3 Research Methodology, Research Methodology, D.K. Bhattacharya , Excel Books, 2006
- 4 Business Research Methodology, Business Research Methodology, J K Sachdeva, HPH , 2011
- 5 Research Methods For Business – A Skill Building Approach, Research Methods For Business – A Skill Building Approach, Uma Sekaran & Roger Bougie, Wiley, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjq5NOn2vyBAxW9cvUHHUkxCeMQFnoECDEQAQ&url=https%3A%2F%2Fwww.khanacademy.org%2Fmath%2Fstatistics-probability%2Fsampling-distributions-library&usg=AOvVaw1yYMWzjLAIPZrxR_Kw2SEw&opi=89978449
- 2 <https://www.qualtrics.com/au/experience-management/research/determine-sample-size/>
- 3 <https://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/>