

Subject Code: 1MS1010504	Subject Title: Business Research Methodology
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1. Course Objectives: This subject provides the understanding with the essential comprehension of the exploration system in changing business situation. It give knowledge into the use of dynamic systematic methods to confront the stormy difficulties, went for satisfying the target of business basic leadership.

2. Teaching Scheme (Hours per week):

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)				
				Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	70	30	-	-	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to the Business Research Meaning and Significance of Research, Objective, Types of Research and Research Process, Identification of Research Problem and Formulation of Hypothesis.	10	15%
2	Research Design and Sampling Features of a Good Research Design – Exploratory Research Design – Concept, Types of Descriptive Research Designs – Concept, Types of Experimental Design: Concept of Independent & Dependent Variables. Sampling Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a Good Sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling.	14	35%
3	Data Analysis Processing Operation, Hypothesis testing, Z-test, t-test- Chi-square Test, Analysis of Variance(One Way and Two Way), Non-parametric : Test – Sign Test, Run test	14	35%
4	Report writing and presentation Research Report, Types and Significance, Structure of Research Report, Presentation of Report. Use of Charts, Diagrams and	10	15%

	Table in the Report Writing.		
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4. Suggested Readings

Books:

1. C.R.Kothari , Research Methodology, New Age International (P) Ltd., Publisher, New Delhi
2. Cooper et.al ,Business Research Method by, McGraw Hill, New Delhi
3. Khatua and Majhi ,Research Methodology, Himalaya Publishing House, New Delhi
4. Luck and Rubin, Research Methodology, Prentice Hall PTR, Chennai
5. S.P.Gupta, Statatcal Methods, Sultan Chand & Sons, New Delhi
6. V. K. Kapoor and S. C. Gupta: Fundamental of Mathematics and Statistics, Sultan Chand & Sons, New Delhi.