**B.COM**

**SEMESTER IV**

**Business Research Methods (GE 5)**

**(100 Marks – 60 Lectures)**

**Objectives: To develop analytical skills in students to undertake research in various domains of commerce and business.**

**Unit I Introduction (20-25 Marks, 15 Lectures)**

Meaning of business research, Importance of business research, Types of business research, Process of business research, Identification of research problem, Review of literature, Formulation of research hypothesis, Research design – Meaning, Types of research design.

**Unit II Sampling Theory (15-20 Marks, 10 Lectures)**

Population and sample study, Sampling considerations, Sample design, Sampling techniques, Sampling errors.

**Unit III Data Collection and Data Analysis (30-40 Marks, 25 Lectures)**

1. Data Collection: Sources of data – Primary sources, Secondary sources, Attitude measurement scale, Questionnaire designing, Interview techniques, Data coding.
2. Data Analysis: Tabulation and graphs, Descriptive statistics – Measures of central tendency, Measures of dispersion, Skewness and Kurtosis, Correlation, Regression, Parametric tests - ANOVA, t-tests (Independent sample t-test, Paired samples t-test), Non-parametric tests – Chi-Square test, Mann-Whitney U Test, Wilcoxon test, Analysis of scale data.

(Relevant softwares may be used)

**Unit IV Research Report (10-15 Marks, 10 Lectures)**

Types of research report, Essentials of research report, Principles of writing, Writing of findings, conclusion, suggestions/recommendations, Bibliography and Reference styles, Document formatting, Plagiarism.

**References:**

1. Chawla, D., & Sondhi, N. *Research Methodology: Concepts and Cases.* New Delhi: Vikas Publishing House.
2. Cooper, D., & Schindler, P. *Business Research Methods.* New Delhi: Tata McGraw Hill.
3. Gupta, S. C. *Fundamentals of Statistics.* New Delhi: Himalaya Pubishign House.
4. Krishnaswami, O., & Ranganathan, M. *Methodology of Research in Social Sciences.* New Delhi: Himalaya Publish House.
5. Levin, & Rubin. *Statistics for Management.* New Delhi: Prentice Hall.
6. Malhotra, N., & Dash, S. *Marketing Research: An Applied Orientation* (Sixth ed.). New Delhi: Pearson Education.
7. Sachdeva, P. K. (2010). *Business Research Methodology.* New Delhi: Prentice Hall.