

Effective from A.Y: 2018-19

**Learning objective:** To understand the fundamentals of business research methods.

**Course Methodology:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Syllabus:**

<b>UNIT1: Introduction to Business Research</b>	<b>10 Hours</b>
Research process, Types of research, Approaches to research, Features of a Good Research, Ethics in Research. Literature review, Research Frame Work, Identification of Problem, Research Question, Hypothesis statements, Classification of designs, Sources of Data, Qualitative research, Surveys, Pilot Study, Common errors in research.	
<b>UNIT 2: Data Analysis and Presentation of data</b>	<b>14 Hours</b>
Data preparation, Coding, Qualitative Data Analysis, Quantitative Data Analysis, Hypothesis testing, Statistical Tables and Interpretation, Non Parametric Test, Comparing of means and variances, Regression, Data Interpretation, and Elements of a Report.	

**Suggested Readings:**

1. Jonathan Wilson, 'Essentials of Business Research, A guide to doing your research project'. (Latest edition), SAGE India, New Delhi.
2. William D. Crano , Marilyn B. Brewer, and Andrew Lac. 'Principles and Methods of Social Research', (Latest edition), Taylor and Francis, UK
3. Donald R. Cooper and Pamela S. Schindler. 'Business Research Methods'.(Latest edition),Tata McGraw-Hill, New Delhi.
4. P.K. Sachdeva, 'Business Research Methodology',(Latest edition),Prentice Hall India Ltd, New Delhi.
5. C.R Kothari, 'Research Methodology Methods & Techniques', (Latest edition), New Age International Publishers, New Delhi.
6. Levin and Rubin. 'Statistics for Management'. (Latest edition), Prentice Hall India Ltd, New Delhi.

**Learning outcome:**

The learner will be able to:

1. Understand the tools and techniques of business research.
2. Identify research problems and pose research questions.