



Bachelor of Business Administration (B.B.A.)					
Semester	V	Course Title	Business Research Methods	Course Code	
Type of Course	SEC	Credit	02	Theory	02 Hours
Practical	NIL	Teaching Hours	30	Internal Marks	25
External Marks	25	Total Marks	50	External Exam Time	1 Hours

COURSE OUTCOMES:

- To introduce the basic concepts in research methodology in management. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing.

Pedagogy: Theory, Exercise

COURSE CONTENT

Unit-1	Introduction to Research	Hours: 12
	<ul style="list-style-type: none"> • Concept of Research • Types of Research. • Nature/ Features of Research. • Scope and Areas of Research. • Process or stages to conduct Research. (Overview of Research Process) • Defining Research Problem and formulating Research Objective • Concept of Literature Reviews and Finding Research gap. 	
Unit - 2	Decision Areas of Research	Hours: 12
	<ul style="list-style-type: none"> • Data Sources (Primary and Secondary). • Research Instrument (Designing Questionnaire – stages and types of questions). • Sampling – Concept, Benefits and limitations. • Concept of Sampling Unit, Sample size and sampling procedure (types) • Contact Methods (Interview, Mail and Online). 	

Skill Development Activities: Practical Applications, case study, writing research paper, research projects.

REFERENCES

- Research Methodology – C R Kothari –WISHWA PRAKASHAN
- Business Research Methods- Donald-R-Cooper-Pamela-S-Schindler – Mcgraw Hill Irwin
- Research Methodology – Mukul and Deepa Gupta- PHI
- Research Methodology – DK Bhattacharya- Excel Publication
- Research Methodology – A step by step guide for Beginners- Ranjit Kumar- Sage Publication