

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University
DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-IV
BBA (ENTREPRENEURSHIP)
RESEARCH METHODOLOGY FOR MANAGERS
DSC
w.e.f. 2020-2021 AY

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Hours per Week	: 5 Hrs.	Maximum Marks	: 100
Credits	: 5	Internal Assessment	: 40
Instruction Mode	: Lecture	External Examination	: 60
Course Code	: BM.06.301.28T	External Exam Duration	: 3 Hrs

Course Objectives

The course is to introduce the concept and contours of Methodology of Business Research. The methodology of formulation of research problems, of measurement of attitudinal / behavioural issues, development of scales and of employing sampling is dealt. The course also focuses on designing and applying the different tools of data collection, data quality enhancement, tabulation and presentation, etc are presented. The course gives the methodology of the Report Writing.

Course Outcomes: On successful completion of this course, the students will be able

CO1: To select and define a research problems.

CO2: To design a good research design for a selected problem.

CO3: To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem and measuring scales.

CO4: To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis.

CO5: To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading along with research ethics.



Unit I: Research Methodology

Introduction – meaning- objectives-significance-types of research-research Approaches-Research Process-Criteria of Good Research-Research Problem selection-techniques in defining research problem-problems encountered by researchers in India

Unit II: Research Design

Meaning-Need-Features-Important concepts-dependent and independent variables-research hypothesis-different research designs-exploratory-descriptive and Diagnostic-hypothesis testing research studies.

Unit III: Design of Sample Survey, Measurement and Scaling

Introduction-sample design -sampling and Non-Sampling errors- types of sampling designs- Non-Probability sampling- Probability sampling-complex random sampling.

Measurement and Scaling – Meaning-Qualitative and Quantitative data- classification of measurement scale-nominal scale- ordinal scale-interval scale-ratio scale- Goodness of measurement-errors in measurement-scaling techniques comparative and Non-comparative.

Unit IV: Data Collection and Preparation

Introduction-collection of primary Data-Observation method-interview method- Questioners – Schedules – collection of secondary data – characteristics of secondary data – selection of data collection methods-case study method.

Data Preparation – steps –questionnaire checking- editing- coding- classification- tabulation-graphical representation data cleaning- Data adjusting – problems in preparation process.

Unit V: Report writing

Introduction- significance- steps in writing report- report layout- types of reports – mechanics of writing report – precautions - code of ethics: meaning of research ethics- guidelines: 5 principles of research ethics- ethical issues-research misconducts-meaning of research misconduct-ethics of publication and importance of ethical issues in research

Text Books:

1. C.R. Kothari, Gaurav Garg Research Methodology – Methods and Techniques, Third Edition, New Age International Publishers, New Delhi, 2014
2. Dr. Prafull Kumar Khatua, Dr. Priti Ranajan Majhi, Research Methodology, Second Edition, Himalaya Publishing House, 2017