

RESEARCH METHODOLOGY FOR BUSINESS STUDIES

(Applicable to the Department of Management Studies, Commerce and Economics)

Sub Code: 20RMBS01

UNIT- 1 - FOUNDATIONS OF RESEARCH

Meaning, Objectives, Motivation, Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process: Problem Identification and Formulation – Research Question – Investigation Question –Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis and Alternative Hypothesis. Hypothesis Testing – Logic and Importance.

UNIT- II - RESEARCH DESIGN

Concept and Importance in Research – Features of a good research design –Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent and Dependent variables. Primary Data – Secondary Data

UNIT- III - SAMPLING

Concepts of Sample, Sampling Frame, Sampling Error, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample and Multi-stage sampling. Determining size of the sample –Methods of data Collection

UNIT- IV - DATA ANALYSIS INTERPRETATION OF DATA:

Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis t-test, f-test, z-test and Chi-square test including testing hypothesis of association. Computer application in Research, MS word, Excel, power point SPSS application in data analysis

UNIT- V - REPORT WRITING

Research report-Different types- Contents of report-need of executive summary-chapterisation-Contents of chapter-report writing- the role of audience-readability-Comprehension-tone-final proof-report format-title of the report-ethics in research-ethical behavior of research-subjectivity and objectivity in research.

REFERENCES

- Donald R.Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata McGraw Hill, New Delhi,2012
- AlamBryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi,2011
- Kothari CR, Research Methodology New Age publication
- Fisher RA Statistical Methods for research, COSMO publication, New Delhi
- S.P. Gupta Statistics Sulthan& Chand Publication