

515 BUSINESS RESEARCH METHODS

Introduction to Business Research: Business Research: Definition & Nature, The Scientific Method, The Business Research Process, Errors in Business Research.

Research Design and Data Sources: Types of research and research designs, Primary data and its sources, Secondary data and its sources.

Data Collection Procedures: The Measurement Process, Concepts of validity and reliability, The casual design procedures, Data Collection Methods, Observation, Documentary-Historical Method, The Survey Method, Data Collection Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection.

Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling),

Determining a sample size & Selection of sample.

Data Processing And Analysis: Basic concepts of data processing: Computer representation, Data Matrix, Data Storage Data Processing flow: Editing, Coding, Handling Blank Responses, Coding, Categorization, Converting, Weighting, Storing etc., Alternative processing flows, University data analysis, Measurement of central tendency, Measurement of dispersion, Hypothesis Testing, Bavaria data analysis, Linear Correlation, Simple Regression, The Chi-Square Test, The Cross-Tabular Tables, Elaboration of relationships, Multivariate data analysis: Interdependence Methods, Factor analysis, Cluster analysis, multidimensional analysis, Multivariate data analysis: Dependence methods, Multiple Regressions, Analysis of Variance & Covariance, Discriminate analysis.

Research Project Proposal: Rationale for the study defining the problem, Research Objectives, Information needs, Research design, Data collection procedure, Data processing & analysis, Research Team and its profile, Budget, Time Table

Text Books:

1. Ranjit Kumar, Research Methodology, Sage Publications.
2. Dam Remenyl, Doing Research in Business and Management, Sage Publications.
3. C. William Emory, Business Research Methods, IRWIN.