Course Code				23ANMAL234			
Title of the Course				**BUSINESS RESEARCH METHODS**			
Offered to:				**BBA– Honours Business Analytics**			
L	**4**	**T**	**0**	**P**	**0**	**C**	**3**
Year of Introduction:		**2024-25**		**Semester:**			**3**
Course Category:		**MAJOR**		**Course Relates to:**		**GLOBAL**	
Year of Revision:				**Percentage:**			
Type of the Course:				**Sill Development**			
Crosscutting Issues of the Course:				NA			
Pre-requisites, if any							

L: Lecture 75; T: Tutorial -0; P: Practicum/Practical/Project-0; C: Credits-3

Course Description:

The Business Research Methods course is designed to equip students with the essential tools and methodologies needed to conduct effective research in the business environment. This course covers both qualitative and quantitative research methods, providing a comprehensive overview of research design, data collection, analysis, and interpretation.

Course Aims and Objectives:

1	To develop understanding of the basic framework of research process.
2	To identify various sources of information for literature review and data collection.
3	To develop an understanding of various research Measurement & Scaling Techniques
4	To understand the hypothesis testing
5	To develop research writing

Course Outcomes

At the end of the course, the student will be able to

CO No	COURSE OUTCOME	BTL	PO	PSO
CO1	Understand the comprehensive Research Process.	**K2**	**1,2,4,5**	**1**
CO2	Identify and Utilize Information Sources collection.	**K2**	**2,5,6**	**1**
CO3	Develop various research Measurement & Scaling Techniques	**K3**	**1,3,7**	**1**
CO4	Understand and to apply hypothesis testing methods	**K3**	**2,4,6,7**	**2**
CO5	Analyze research findings	**K3**	**4,5,6,7**	**2**

For BTL: K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create

				CO-PO MATRIX					
CO NO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**
CO1	1	2		3	2			3	
CO2		1			3	2		3	
CO3	1		2				3	3	
CO4		1		2		3	3		3
CO5				2	3	2	2		3

Use the codes 3,2, 1 for High, Moderate and Low correlation Between CO-PO-PSO respectively

Course Structure

UNIT-I Introduction to Research:
Introduction to Research: Definition, characteristics of research, Importance of Business Research.
Research Process – Defining the problem, formulating the objectives and research hypothesis, research design, sample design, data collection, analysis and presentation.

1. Introduction -Definition, characteristics and Importance of Business Research
2. Research Process -Defining the problem, formulating the objectives and research hypothesis,
3. Scope and Ethics of business research

Web links:

1. https://www.questionpro.com/blog/what-is-research/
2. https://egyankosh.ac.in/bitstream/123456789/41939/1/Unit-4.pdf

UNIT-II Research Problem Identification and Formulation:

Hypothesis Development: Types, Characteristics, and Formulation. Types **of Research Design:** Quantitative research, Qualitative research, Descriptive research, Analytical research, applied research, Exploratory Research. **Sampling Design:** Sampling Techniques, Sample Size Determination, and Probability vs. Non-Probability Sampling.

1. **Hypothesis Development:** Types, Characteristics, and Formulation.
2. **Types of Research Design:** Quantitative research, Qualitative research, Descriptive research, Analytical research, applied research, Exploratory Research.
3. **Sampling Design:** Sampling Techniques, Sample Size Determination, and Probability vs. Non-Probability Sampling.

Web links:
1. https://byjus.com/physics/hypothesis/#:~:text=Following%20are%20the%20character istics%20of,scope%20for%20conducting%20more%20tests.
2. https://researcher.life/blog/article/what-is-research-design-types-examples/

Unit III Data Collection – **Sources of data Collection** -Primary and Secondary data, Advantages and Limitations. **Methods of data collection:** Observations, survey, Interview and Questionnaire, Qualitative Techniques for data collection. **Questionnaire design** – Meaning – process of designing questionnaire.

1. **Sources of data Collection**: Primary and Secondary data, Advantages and Limitations.
2. **Methods of data collection**: Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection.
3. **Questionnaire design** – Meaning – process of designing questionnaire.

Web links: https://www.scribbr.com/methodology/sampling-methods/

UNIT-IV Measurement & Scaling Techniques – Importance of scaling, and Types of scale: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, **Key Measurement Scales and Techniques in Research:** Likert, Semantic Differential, Thurstone, and Multi-Dimensional Scaling" Importance of scaling,

1. **Importance of scaling**
2. **Types of scale**: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale,
3. **Key Measurement Scales and Techniques in Research:** Likert's Scale, Semantic Differential Scale, Thurston scale, Multi-Dimensional Scaling.

Web links:
1. https://www.scribbr.com/statistics/type-i-and-type-ii-errors/
2. https://byjus.com/maths/difference-between-parametric-and-nonparametric/

UNIT-V Statistical Analysis Methods and Report Writing: Parametric and Non- Parametric tests, T test, Z Test, Analysis of Variance – One- Way and Two-way classification, Chi-Square test. **Report writing**: Preparation and presentation of research report- Report writing.

1. Parametric
2. Non-Parametric tests,
4. T test,
5. Z Test,
6. Analysis of Variance – One- Way and Two-way classification,
7. Chi-Square test.
8. Preparation and presentation of research report-
9. Report writing.

Web links:
1. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291621085413shailesh_kaushal_Report_Prepration.pdf
2. https://www.learncbse.in/report-writing-class-12/#google_vignette

Test book:
1. Donald R. Cooper, Pamela S. Schindler, 2023, "Business Research Methods" published by McGraw-Hill Education,
2. Mark Saunders, Philip Lewis, Adrian Thornhill,2022, "Research Methods for Business Students", published by Pearson.

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Course Code & Title of the Course:	23ANMAL234 BUSINESS RESEARCH METHODS
Offered to:	BBA – Honours Business Analytics
Category:	SEMESTER: 3
Max. Marks	70
Max. Time	3 Hrs.

Section A: Short Answer Questions (20 Marks)

Answer All questions. Each question carries 4 Marks.

1. a) What are the key characteristics of research?   K1

(OR)

   b) How does defining the research problem impact the success of a research study? K1

2. a) What is the difference between probability and non-probability sampling?   K2

(OR)

   b) What are the main characteristics of a well-formulated hypothesis?   K2

3. a) What is the main difference between primary and secondary data?   K1

(OR)

   b) What are two advantages of using surveys for data collection?   K1

4. a) What is the difference between an ordinal scale and an interval scale?   K2

(OR)

   b) Why is scaling important in research measurement?   K2

5. a) What is the key difference between parametric and non-parametric tests?   K1

(OR)

   b) When would you use a Chi-Square test in research?   K1

Section B: Long Answer Questions (50 Marks)

Answer All questions. Each question carries 10 Marks.

6. a) Discuss the importance of business research in decision-making processes within an organization. Include examples of how research can improve business outcomes.   K2

(OR)

b) Explain the steps involved in the research process, from defining the problem to presenting the findings, and discuss how each step contributes to the overall success of the research.   K2

7. a) Discuss the different types of research design, including quantitative, qualitative, descriptive, and exploratory research, and explain how each is used in business research.
                                                                                                                                K3

(OR)

b) Explain the process of developing a hypothesis, and how the formulation of a good hypothesis influences the direction and outcomes of a research study.   K3

8. a) Discuss the various methods of data collection, including observations, surveys, interviews, and questionnaires. Highlight their advantages and limitations.   K2

(OR)

b) Explain the process of designing a questionnaire. Discuss how effective questionnaire design can impact the quality of data collected in a research study.   K2

9. a) Discuss the different types of measurement scales (nominal, ordinal, interval, and ratio) and explain their importance in research. Provide examples of how each scale is used.   K3

(OR)

b) Explain key measurement scales such as the Likert scale, Semantic Differential scale, and Thurstone scale. How do these scales contribute to accurate data collection in research?   K3

10. a) Explain the process of conducting a T-test and a Z-test in research. Discuss when each test is appropriate and how they differ in terms of assumptions and applications.   K2

(OR)

b) Describe the key components of report writing in research. How do preparation, structure, and presentation impact the effectiveness of a research report?   K2

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