

**I.K.G. Punjab Technical University  
BBA Batch 2018**

**BBA 401 Business Research Methods**

**Course Objective:** The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the objectives and process of conducting research and its application in business.

**CO2:** Analyse the different types of research design and experimental errors.

**CO3:** Understand various techniques of sampling and methods of data collection.

**CO4:** Examine different types of scales and appraise about data preparation and analysis.

**CO5:** Identify and prepare various types of reports.

#### **UNIT I**

**Research Methodology:** definition, objectives, scope in management research, process of Research and limitations.

**Research Design:** Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

#### **UNIT II**

**Sampling:** Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-

probability sampling techniques, Probability sampling techniques, Sampling and non sampling

errors. **Data collection:** primary, secondary data collection, observation methods and survey method:

#### **UNIT III**

**Measurement Concept,** Levels of measurement—Nominal, Ordinal, Interval and Ratio  
Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,

**Questionnaire Designing:** Types, Guidelines for developing a good questionnaire

#### **UNIT IV**

**Data Preparation And Analysis:** Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

**Report Writing:** Types of Research Reports, Guidelines for Writing a Report, Report Format,

Guidelines for evaluating a report.

#### ***Suggested Readings:***

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers