### Veer Narmad South Gujarat University

#### 502 - Business Research

###### Third Year BBA(Semester5) With Effect from A.Y.2021-22

Objective of the course:

* 1. To acquaint students with the basic procedure of scientific businessresearch
  2. To orient students with the methodology of research in a way that they can do their semester six project report work in an effectivemanner
  3. To develop a research aptitude within students that is helpful in taking rational businessdecisions

Teaching Pedagogy:

Lectures, Case Studies from real business worlds, Presentations, Computer Assisted Exercises

Course Content:

**Unit 1 Introduction toBusinessResearch (25%)**

* Concept & Definition, Classification of Business research viz. Basic vs. Applied Research, Problem Identification vs. Problem Solving Research, Cross Sectional vs. Longitudinal Research, Internal vs. ExternalResearch
* Methods of Knowing: Scientific & non-scientific methods, Differences between scientific & non- scientific methods, Different types of non-scientific methods: Method of tenacity, Method of appeal to authority, Method of self evident truth, Characteristics of a good scientific research,
* Types of research design (Exploratory and Conclusive), Different types of errors in business research,
* Meaning of terms: “Concept“, “Construct” and “Definition“ in relation to business research, Different types of variables in business research, Definition of hypothesis, Types of hypothesis, Role of hypothesis in research Qualities ofa good hypothesis,
* Business ResearchProcess

Unit 2DataCollection (25%)

* Difference between terms: “Data” and “Information“, Difference between Primary Data & Secondary Data. Their relative merits & de-merits, various sources of secondary data (Internal & External), Use of internet in secondary datacollection
* General Idea of survey methods, Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey, Comparison of four survey methods on variousparameters
* Definition of Observation, When observation method is suitable, Advantages and Limitations of Observation Method, Conceptual Understanding of various types of Observation Methods viz. Direct & Indirect Method, Mechanical & Human Observation, Disguised & Non-disguised, Structured & Non-Structured, Participative and Non-ParticipativeObservation

Unit 3 Sampling andScalingMethods (20%)

* Difference between Sample and Census, Sampling Procedure, Qualitative and Quantitative Factors affecting Sample Size determination, Probabilistic and Non- Probabilistic SamplingMethods
* Definition and Meaning of Scaling, Concept of Reliability, Validity and Sensitivity of scales, Various Comparative and Non-comparativeScales,
* Ethics inResearch

Unit 4 Design of Questionnaire &DataProcessing (20%)

* Definition of Questionnaire, Process of questionnaire design, Importance of pre- testing ofquestionnaire
* **Data Preparing**: Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Adjusting thedata)
* **Data Analysis**: Purpose of Statistical Analysis, General idea of various statistical tools like Measures of Central Tendency (Mean, Median, Mode), Measures of Dispersion (Standard Deviation, Variance,Covariance)

Unit 5: An Introduction toQualitativeResearch (10%)

* Concept of Qualitative Research, Difference between Qualitative and Quantitative Research
* Conceptual understanding of (i) Focus Group Discussions (ii) In-DepthInterview

**Suggested Readings:**

1. *Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill (Main Text)*
2. *Marketing Research: NareshMalhotra, Pearson Publications ( Second Text)*
3. *Marketing Research: Churchill, Dryden Press, HarcourtPublications*
4. *Business Research Methods: Zikmud , CengagePublishing*
5. *Business Research Methods: Saunders, PearsonPublications*

*Social Research Methods: Alan Bryman, OXFORD University Press* ***(For Unit5)***