

RESEARCH

IN

BUSINESS

2. 8Sample Design – Meaning and Significance Essentials of a good sampling Stages in Sample design Sampling methods/techniques Sampling Errors

**Module IV - Methods and Techniques of Data Collection
(20 Lectures)**

1. Types of Data
 - a. Primary Data – Meaning, Significance and Limitations
 - b. Secondary Data – Meaning, Significance and Limitations
2. Collection of Primary Data- Observation method, Survey through Questionnaire, Interview Technique
3. Collection of Secondary Data
4. Factors influencing choice of method of data collection
5. Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire. Evaluation System

**Module V - Data Processing and Statistical Analysis
(20 Lectures)**

1. Meaning, Significance and problems in data processing
2. Stages in data processing:
 - a. Editing
 - b. Coding
 - c. Classification
 - d. Tabulation
 - e. Graphic Presentation
3. Statistical Analysis - Tools & Techniques
 - a. Measures of Central Tendency
 - b. Correlation Analysis
 - c. Regression Analysis
 - d. Dispersion Analysis

**Module VI- Hypothesis Testing & Interpretation of Data
(15 Lectures)**

1. Testing of Hypothesis
 - a. Steps in Hypothesis Testing
 - b. Procedure for Testing Hypothesis
 - c. Types of Hypothesis Testing –
 - i. Parametric – t,f,z
 - ii. Non-Parametric-Chi square, ANOVA
2. Interpretation of Data- Meaning, Significance and Precautions in data interpretation

**Module VII - Research Report
(10 Lectures)**

1. Meaning and Importance of research report writing
 - a. Essentials of a good Research Report
 - b. Structure/ layout of Research Report
 - c. Types of Research Report
 - d. Steps in research report writing
 - e. Footnotes and Bibliography
2. References and Citation methods-

**Module VIII - Ethics and Modern practices in Research
(10 Lectures)**

1. Ethical Norms in Research
2. Ethical Issues in Research – Plagiarism
3. Role of Computer in Research
 - a. Data sheet preparation – coding
 - b. Application of Statistical software – Excel and Mega stat
 - c. Introduction to SPSS, creating data Sheet using SPSS
 - d. Case analysis using SPSS

Assessment

Student should present a research paper in a conference or seminar at the end of the programme to get the certificate.