RESEARCH IN BUSINESS

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Duration of the course 90 hours Credits: 3 (THREE)

Course Fee Rs 5,000 (Five Thousand Only)

Course objectives

- 1. To understand Research and Research Process
- 2. To acquaint students with identifying problems for research and develop research strategies
- 3. To familiarize students with the techniques of data collection, analysis of data and interpretation

Syllabus

$\label{eq:module I - Introduction to Research} \ Module \ I \ - \ Introduction \ to \ Research$

(15 Lectures)

- 1. Meaning, Characteristics of Research
- 2. Need of Research in Business and Social Sciences
- 3. Objectives of Research
- 4. Types of Research:
 - a. Basic Research
 - b. Applied Research
 - c. Descriptive Research
 - d. Analytical Research
 - e. Empirical Research
- 5. Issues and Problems in Research

Module II- Research Methodology

(15 Lectures)

- 1. Meaning of Research Methodology
- 2. Stages in Scientific Research Process
 - a. Identification and Selection of Research Problem
 - b. Formulation of Research Problem
 - c. Review of Literature
 - d. Formulation of Hypothesis
 - e. Formulation of research Design
 - f. Sample Design
 - g. Data Collection
 - h. Data Analysis
 - i. Hypothesis testing and Interpretation of Data
 - j. Preparation of Research Report

Module III- Research Design and Sample Design (15 Lectures)

1. Research Design – Meaning, Types and Significance

 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.