
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

BUSINESS RESEARCH METHODOLOGY

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Course objective: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

Unit-I:

Research Methodology: Overview of Research Methodology-Research problems, Types of Research, Research Process-Ethics in business research-limitations of social science research. observation studies and research.

Unit-II:

Design of Business research- Research design an overview: Qualitative research Vs Quantitative Research, Types of research design, Validity of research design, Types of designs

Unit-III:

Data Collection Methods & Tools

Primary Data, Secondary Data, designing questionnaire and Schedule of questions, Relevant cases and exercises Sampling methods: Random, Non-Random Techniques, Tabulation, interpretation and analysis of data

Unit-IV:

Measurement of scaling Techniques- Introduction Objectives Qualitative Research Vs Quantitative measures, classification /types of measures characteristics/goodness of instruments/measurement of scales. Errors in measurement. Types of scales /Techniques Comparative And Non-Comparative Scaling Techniques guidelines for deciding scales.

Unit-V:

Report writing & Bibliography:

Introduction, Objectives, Format Of A Report, Classification Of The Sectors Of The Report, PowerPoint Presentations Of The Reports, Synopsis Vs Main Report, Footnotes, Importance Of Hypotheses And Objectives In Report Writing, Types Of Reports, Report Format, Cover Page, Preliminary Pages, Main Body, Appendices And Bibliography, Importance Of Excel And SPSS In Report Writing


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Himayatnagar (Vill), C.B. Post.,
Hyderabad-75.

Course Outcome: Students will be able to

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| CO1 | Understand the process of Research. |
| CO2 | Apply the research design for Research Problem |
| CO3 | Analyze the Data Collection Tools & Techniques |
| CO4 | Analyze the Measurement of scaling Techniques |
| CO5 | Explore the techniques for research report writing |

Text Books:

- KrishnaSwamy,Sivakumar,Mathirajan-ManagementresearchMethodology,Pearson,2014
- R.Pannerselvam -Research Methodology-, PHI,2014
- T N Srivatsava, shailaja rego -Business researchMethods-TMH,2014
- Business research Methods -Donald R cooper, Pamela SSchindler
- William .G. Zikmund- Business ResearchMethods_Thomson
- Business Research Methods-SL Gupta , HiteshGupta


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