

B.Com. Sem. VII

Research Methodology – Syllabus

Unit	Title	Details of Topics
Unit 1	Introduction to Business Research	Nature and Scope of Business Research, Information Based Decision Making and Source of Knowledge. The Research Process, Basic approaches and Terminologies used in Research, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan.
Unit 2	Research Designs	Understanding Research Designs, Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation, Others.
Unit 3	Measurement, Scaling, Instrument Designing and Sampling	Measurement and Scaling, commonly used scales in business research, Reliability and Validity of scales. Designing Instrument for data collection, testing the instrument. Sampling Concepts, methods, procedure and sample size decisions.
Unit 4	Data Analysis and Presentation	Introduction to Bivariate and Multivariate Analysis, Research Report Writing, and Communication the research results.

Books Recommended:

1. Donald R Cooper and Pamela S Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Ltd,
2. Naval Bajpai, Business Research Methods, Pearson,