ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER

B.B.A

Time: 6 HRS/WEEK

BBA 6201(4) BUSINESS RESEARCH METHODOLOGY MARKS :100

w.e.f. 2015 – 2018 ("15AC") **SYLLABUS**

- **OBJECTIVE:** To teach various statistical aspects and enable the students to get acquaint with the various research aspects.
- **MODULE I: Science:** Theory and fact; scientific Method; Methods of social research; Case study method and Survey method. (Case study)
- **MODULE II:** Research Process: Problem formulation; Formulation of Hypothesis; Types of Research Designs; Sampling Techniques. (Case study)
- **MODULE III:** Data Collection: Sources of Data Collection; Tools of Data Collection; Data Analysis; Report Writing. (Case study)
- MODULE IV: Statistical Techniques: Measures of central tendency: Mean, Median and Mode;
 Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Correlation.
 (Case study)
- **MODULE V:** Regression; Chi-Square test; Scaling techniques; Index numbers. (Case study)

REFERENCES:

- 1. Methodology of research in social sciences, Krishnaswami
- 2. Research Methodology, Kothari, viswaprakashan publishers, New Delhi
- 3. C.R.Kothari Research Methodology
- 4. Methodology of research in social sciences
- 5. Donald R cooper & Pamela S. Schindleer, Business Resaerch Methods

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