

## **COM-DSE-HC-6036(F): BUSINESS RESEARCH METHODS AND PROJECT WORK**

Marks: 100 Credit: 6 Lectures: 65

Objective: This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

### **Section A: Business Research Methods 50 Marks**

#### **Unit 1: Introduction 10 Lectures**

Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses

#### **Unit 2: Research Process 10 Lectures**

An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies

**Unit 3: Measurement and Hypothesis Testing 19 Lectures** **Measurement:** Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling –Steps, Types, Sample Size Decision; Secondary data sources Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests Testing the assumptions of Classical Normal Linear Regression

### **Section B: Project Report Marks 50**

#### **Unit 4: Report Preparation 26 Lectures**

Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and

Annexure in report; JEL Classification