

Syllabus - BBA –Semester V
71515 Research Methodology

CHAPTER 1 : INTRODUCTION TO RESEARCH

- What is research?
- Importance of research
- Research process
- Essential qualities of research
- Essential qualities of a researcher

CHAPTER 2 : SOCIAL RESEARCH

- Basic types of research
- Meaning of social research
- Importance of social research
- Approaches to social research
- Types of research in social science
- Relevance of social science research

CHAPTER 3: RESEARCH PROCESS

- Steps in research process

CHAPTER 4: PROBLEM FORMULATION AND RESEARCH DESIGN

- Problem formulation
- Sources of research problem
- Defining research problem
- Research design
- Definition
- Importance
- Basic elements

CHAPTER 5: HYPOTHESES

- Meaning
- Definition
- Types of hypotheses
- Qualities of hypotheses
- Sources of hypotheses

CHAPTER 6: SAMPLING TECHNIQUES

- Methods of collection of data
 - Census method
 - Sample method
- Terms used in the sampling process
- Criteria for deciding sample size
- Characteristics of good sample
- Sampling techniques
 - Probability sampling
 - Non probability sampling

CHAPTER 7: METHODS OF DATA COLLECTION

A. PRIMARY DATA: (methods)

- Questionnaire
 - Designing of a questionnaire
 - Types of questions
- Observation method
 - Types of observations: advantages; limitations
- Interview method
 - Types of interview; advantages; limitations
- Case study method
- Projective techniques

B. SECONDARY DATA

- Internal sources
- External sources
- Advantages
- Limitations

CHAPTER 8: MEASUREMENT AND SCALING

- How to measure?
- Levels of measurement
- Scales:
 - Likert scale
 - Graphic rating scale
 - Employee satisfaction scale

CHAPTER 9: PROCESSING OF DATA

- Meaning
- Editing
- Coding
- Classification

- Tabulation

CHAPTER 10 : REPORT WRITING

- Usual pattern
- Literature review
- Method of study
- Results(findings and conclusions)
- Discussion(suggestions and recommendations)
- Bibliography
- Appendices