

SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR
B. B. A. INFORMATION TECHNOLOGY MANAGEMENT PROGRAM
SEMESTER IV
UM04SBBI22 FUNDAMENTALS OF RESEARCH
(Effect from November, 2019)

Total Credits: 3
Total Marks: 100

UNIT:1	INTRODUCTION TO RESEARCH <ul style="list-style-type: none"> • Introduction, Meaning and objectives of research, Characteristics of good research, Types of research, Steps in the research process • Meaning of research problem and technique for formulating a research problem • Meaning of research design and its types 	25%
UNIT2	COLLECTION AND PROCESSING OF DATA <ul style="list-style-type: none"> • Data Collection: Introduction, Sources of data, Primary data Collection techniques, Secondary data collection techniques, • Processing of Data: Editing data, Coding, Classification of data, Tabulation of data 	25%
UNIT 3	SAMPLING AND SAMPLING TECHNIQUES Introduction, Census vs. Sample, Characteristics of good sample design, Sampling techniques/Methods (Probability and Non Probability), Criteria for selection of a sampling procedure	25%
UNIT4	INTERPRETATION AND REPORT WRITING <ul style="list-style-type: none"> • Meaning and technique of interpretation • Significance of report writing, different steps of report writing, Layout of research report, Mechanics of writing a research report 	25%
Evaluation	Internal - 40 Marks External - 60 Marks (Two-Hours Examination)	

REFERENCE BOOKS:

1. Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.
2. Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.