



Bachelor of Business Administration

B.B.A (ITM) Semester-IV

Course Code	UM04DBBI71	Title of the Course	FUNDAMENTALS OF RESEARCH
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To understand basic concepts of research and familiarize with the process of research.2. To develop skills in the selection and formulation of research problems.3. To prepare the students able to have deeper understanding about research designs, data collection and its analysis and sample selection4. To explain the format of research reports.
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Course Content		
Unit	Description	Weightage*(%)
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%
2.	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%
3.	SAMPLING AND SAMPLING TECHNIQUES <p>Introduction, Characteristics of good sample design, Sampling techniques/Methods (Probability and Non Probability),Criteria for selection of a sampling procedure</p>	25%
4.	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%





Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand concepts of research its types and objectives.
2.	Acquire skills in the selection and formulation of research problems with an understanding of the rationale and the different steps involved in the process.
3.	Develop deeper understanding about basic research designs.
4.	Use appropriate sampling methods to investigate the research problem for better decision making.
5.	Understand types of data, data collection and analyze data.
6.	Draft/Generate effective research reports.
7.	Prepare a research proposal and propose appropriate research designs and methodologies for a specific research project in a business function.

Suggested References:	
Sr. No.	References
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.





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(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

3.	Zikmund William G; Business Research methods, Thomson South-Western
4.	Naval Bajpai; Business Research Methods; Pearson Education; New Delhi
5	Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition.

