

# Syllabus

## Panjab University

BBA – (4<sup>th</sup> Semester)

### BBA 223 : Research Methodology

**Objective :** *To provide knowledge to the students about fundamentals of business research.*

#### UNIT – I

Research – Meaning, Characteristics, Types, Process and Utility, Research Design – Meaning, Types and Features of Good Research Design. Qualitative and Quantitative Research. Importance of Review of Literature. The Research Proposal, Primary and Secondary Data. Methods of Data Collection, Measurement and Scaling, Designing of Questionnaire and Schedule. Formulating Hypothesis, Ethics in Business Research.

#### UNIT – II

Sampling Design and Sampling Procedure. Sampling and Non-sampling Errors, Data Analysis and Interpretation, Hypothesis Testing-t-Test, Chi-Square Test, Test of Mean and Proportion. Report Writing, Role of Computers in Research.