



UNIVERSITY OF CALICUT

Abstract

General and Academic Branch - Faculty of Commerce & Management Studies - Syllabus of the theory course in lieu of Project "RESEARCH METHODOLOGY " for SDE/Private registration BBA programme, in tune with the new CBCSS UG Regulations with effect from 2019 Admission on wards - Approved by the Academic Council-Implemented - Orders issued.

G & A - IV - E

U.O.No. 13001/2021/Admn

Dated, Calicut University.P.O, 25.10.2021

- Read:-*1. U.O. No. 4368/2019/Admn Dated 23.03.2019.
2. U.O. No. 10662/2020/Admn Dated 13.11.2020
3. Minutes of the meeting of the Board of Studies in Management Studies (UG) held on 14.08.2021 (item No.2).
4. Remarks of the Dean Faculty of Commerce & Management Studies on 07.09.2021.
5. Item No. I.20 in the minutes of the LXXXII meeting of Academic Council, held on 24.09.2021.
6. Orders of the Vice-chancellor in the file No.220365/GA-IV-E1/2019/admn dated. 21.10.2021

ORDER

1. The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration w.e.f. 2019 admission was implemented vide paper read (1) and the same was modified vide paper read (2) above.

2. As per clause (4.15), Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member or shall write a theory course based on Research Methodology as per the curriculum. College shall have the liberty to choose either of the above. One Project with 3 credits shall be done in any of the two core subjects in the case of Dual Core programmes. But SDE/Private Registration students shall write the Research Methodology course instead of project. Board of Studies concerned shall prepare the syllabus for the same.

3. Accordingly, the meeting of the Board of Studies in Management Studies (UG) held on 14.08.2021, vide paper read (3) above, considered the matter and recommended the following;

As per the item No.2 The Board discussed in detail the introduction of Research Methodology course in the VI Semester BBA Programme (SDE) to replace the Project Work. Since the students are supposed to study the Research Methodology course in the V Semester of BBA Programme, the Board was of the opinion that it will be inappropriate to introduce the same course in the VI Semester. Therefore, the Board suggested the introduction of **a new course of general nature having contents related to Business and Management.**

4. The Dean, Faculty of Commerce & Management Studies, vide paper read as (4) above, has approved the minutes of the meeting of the Board of Studies Management (UG) held on 14.08.2021

5. The above Minutes of the meeting of the Board of Studies in Management Studies (UG) held on 14.08.2021 have been approved by the LXXXII meeting of Academic Council vide paper read (5) above, and the Vice Chancellor has ordered to implement the same.

6. The syllabus of the theory course, "RESEARCH METHODOLOGY" in lieu of project for SDE/Private registration BBA Programme, in tune with the new CBCSS UG Regulations is therefore implemented with effect from 2019 Admission onwards.

7. Orders are issued accordingly. (syllabus appended).

Ajitha P.P

Joint Registrar

To

1. The Director , SDE, University of Calicut.

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Forwarded / By Order

Section Officer

BBA6B17 RESEARCH METHODOLOGY **(For those who do not opt for project/SDE students)**

Teaching Hours: 4, Credit: 2

Internal: 10, External: 40, Examination: 2 Hours

Objective

1. To identify and discuss the issues and concepts salient to the research process.
2. To make students conversant with the procedure, techniques, and tools to conduct research to facilitate management in decision making activity.

Course Outcomes:

Students who successfully complete this course will be able:

1. To explain key research concepts and issues
2. To design the Research Proposal and decide the sample techniques and size.
3. To read, comprehend, and explain research articles in their academic discipline.

Module I

Introduction to Research: Introduction to Research and Statistics: Role of Research in Business, Value of Information, Cost of Information, Decision to Conduct Research, Research Design, Types of Research, Research Process. (10 Hours, 4 marks)

Module II

Sources of Data: Primary and secondary data - Sources of Secondary Data, Scales of Measurement, Validity and Reliability. (8 Hours, 4 marks)

Module III

Primary Data Collection: Observation and Its Different Types, Selection of Method of Data Collection, Qualitative Research Methods: Focus Group, Behaviour Mapping, Consumer Journey, Delphi Study, Extreme Users' Interview, Quantitative Research Methods: Various Types of Interviews: Mail Interview, Person to Person Interviews, Telephonic Interviews. Data collection using Electronic Interface like the Internet, Pilot Survey and Its Conduct, Components and Design of Questionnaire, Open ended question Vs. Multiple choice questions. (20 Hours, 15 marks)

Module IV

Sampling: Population Defined, Sampling Frame, Sampling Vs. Census, Steps in Selecting a Sample. Types of Sampling Methods: Probabilistic: Simple Random Sampling Stratified Random Sampling, Cluster Sampling. Non-Probabilistic: Convenience Sampling, Judgment Sampling and Quota Sampling, Determination of Sample Size, Concepts of

Errors in Research - Sampling and Non-Sampling Errors and Measures to Reduce Errors.
(16 Hours, 10 marks)

Module V

Report Writing and Evaluation-Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of Using References, Documentation: Footnotes and Bibliography, Writing the Report, Typing the Report, briefing, Evaluation of a Research Report. (10 Hours, 7 marks) Suggested Readings

Reference Books

1. R. Kothari : Research Methodology Methods and Techniques: Second Revision Edition, New Age International Publishers, New Delhi, 2021
2. O.R Krishnaswami, M. Ranganathan, P N Harikumar :Research Methodology, Himalaya Publishing House (latest edition)
3. N. K. Malhotra: Marketing Research: An Applied Orientation, Prentice Hall, Delhi, 2007.
4. R. I. Levin and D. S. Rubin: Statistics for Management, Pearson Education, Delhi, 1994
5. Donald, P. Schindler and J. K. Sharma:. Business Research Methods, (12th Ed.), McGraw Hill Education, New Delhi, 2014
6. K. N. Malhotra, and D. Satyabhushan: Marketing Research, Pearson Education, Delhi, 2015
7. Alan Bryman, Bell Emma (2015), Business Research Methods, Oxford University Press, Delhi, 2015
8. S. Mark, L. Philip, and T. Adrian: Research Method for Business Student, Pearson Education, Delhi, 2011.
9. H. F. Joseph, B. C. William, B. J. Babin and A. E. Rolph:Multivariate Data Analysis,, Pearson Education, Delhi, 2015.