

Programme	BBA	Course Code	BBA-303	Credit Hours	3
Course Title	Business Research & Report Writing				
Course Introduction					
<p>Business research is a process of acquiring detailed information on all the areas of business and using such information to maximize the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purposes to determine opportunities and goals for a business.</p>					
Learning Outcomes					
<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop the ability to convert their managerial/administrative concerns into research problem in a clear, objective, and pragmatic manner; and 2. Prepare a road map or a blueprint of the research (Research Report). 3. Make an appropriate use of various research methodologies and tools learnt in this course 					
Contents	<p>Unit-1 The Research Process</p> <p>1.1 Research defined. Scientific method of research (Main Characteristics)</p> <p>1.2 Theory and Research; relationship between theory and research</p> <p>1.3 The steps in research process: An overview</p> <p>1.4 Classification of research</p> <p>Unit-2 Review of Literature</p> <p>2.1 Elements of a good literature review</p> <p>2.2 Major approaches to literature review</p> <p>2.3 Sources of literature</p> <p>2.4 Writing the literature review</p> <p>2.5 Ethical issues in borrowing ideas, and material</p> <p>2.6 Plagiarism</p> <p>Unit-3 Theoretical Framework</p> <p>3.1 Concepts, variables, and relationship between variables</p> <p>3.2 Building of Propositions</p> <p>3.3 Hypothesis: types and characteristics of hypotheses</p> <p>Unit-4 Measurement of Concepts</p> <p>4.1 Theoretical and operational definitions; Dimensions, elements</p> <p>4.2 Criteria for good measurement: Validity, reliability, sensitivity</p> <p>Unit-5 Qualitative Research</p> <p>5.1 Introduction to qualitative research.</p>				

	<p>5.2 Theoretical position underlying qualitative research; Ethnography; Feminism and Gender Studies</p> <p>5.3 Research Process in qualitative research</p> <p>5.4 Research strategies: Case study, Ethnography, Participant observation, Phenomenology, Ethnomethodology, Grounded theory, Biographical method, Historical method</p> <p>Unit-6 Research Design</p> <p>6.1 Elements of research design</p> <p>6.2 Survey research</p> <p>6.3 Tools of data collection: quantitative research tools (Interview schedule, questionnaire, interview guide), qualitative research tools (interviews, focus group discussions, observations)</p> <p>6.4 Sampling</p> <p>Unit-7 Data Analysis</p> <p>7.1 Data handling: Dealing with data, coding, data entries in computer, cleaning.</p> <p>7.2 Data transformation: scoring and score index.</p> <p>7.3 Use of descriptive statistics.</p> <p>7.4 Interpreting the data and testing the Hypothesis</p> <p>7.5 Content analysis</p> <p>Unit-8 Report Writing Form</p> <p>8.1 Thesis, report for funded research</p> <p>8.2 Referencing: different formats. Citations</p>
Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignments	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Textbooks and Reading Material	<p>Flick, U. (2018). <i>An introduction to qualitative research</i>. Sage Publications Limited.</p> <p>Hesse-Biber, S. N., & Leavy, P. (2010). <i>The practice of qualitative research</i>. Sage.</p> <p>Sekaran, U. (2018). <i>Research methods for business</i> (7th ed.). John Wiley & Sons.</p> <p>Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). <i>Business research methods</i> (8th ed.). Cengage Learning.</p>