



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Business Research Methodology

Summary

Course Status :	Upcoming
Course Type :	Elective
Duration :	8 weeks
Last Date for Enrollment :	28th Feb 2023
Start Date :	1 st March 2023
End Date :	30 th May 2023
Exam Date :	15th June 2023
Category :	Management
Credit Points :	2
Level :	Undergraduate/Postgraduate

Course Layout

Week 1: Business Research Methods

1.1 Introduction - 1.2 Importance of Research - 1.3 Process of Research - 1.4 Characteristics of Research - 1.5 Qualities of Good Researcher - 1.6 Characteristics of Researcher - 1.7 Types of Research - 1.8 Variables - 1.9 Hypothesis - 1.10 Parameters of Good Hypothesis - 1.11 Summary - 1.12 Self-Assessment Questions -

Week 2: Defining Research Problem

2.1 Introduction - 2.2 Types of research problem - 2.3 Sources of problems for investigation - 2.4 Features of good research statement - 2.5 Asking analytical questions about the research problem - 2.6 Precaution in formulating research problem - 2.7 The question hierarchy: how ambiguous questions become actionable research - 2.8 Literature Review - 2.9 Research Proposal - 2.10 Format of Research Proposal - 2.11 Summary - 2.12 Self-assessment questions -

Week 3: Generalization in Research

3.1 Introduction - 3.2 Validity and Reliability in Quantitative Studies - 3.2.1 Validity - 3.2.2 Reliability - 3.3 Difference between Validity And Reliability - 3.4 Summary - 3.5 Self-Assessment Questions - -

Week 4: Research Plan

4.1 Introduction, 4.2 Need for Research Design - 4.3 Major Types of Research Designs - 4.4 Features of Good Research Design - 4.5 Nine Essential Research Design Parameters - 4.5 Summary - 4.6 Self-Assessment Questions

Week 5: Data Collection

5.1 Sources of Data - 5.2 Primary Data - 5.3 Sources of Primary Data - 5.4 Advantages and Disadvantages of Primary Data - 5.5 Secondary Data - 5.6 The problems of Secondary Sources - 5.7 Sources of Secondary Data - 5.8 Advantages and Disadvantages of Secondary Data - 5.9 Summary - 5.10 Self-Assessment Questions - -

Week 6: Sampling Techniques

6.1 Introduction - 6.2 Reason for Sampling Instead of Census - 6.3 Sampling Process - 6.4 Type of Sampling - 6.5 Sampling Size Determination - 6.6 Sampling Error - 6.7 Summary - 6.8 Self-Assessment Questions - -

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Week 7: Qualitative Research

7.1 Introduction - 7.2 Qualitative Research - 7.3 Techniques for Qualitative Research - 7.4 Quantitative Research - 7.5 Techniques for Quantitative Research - 7.6 Difference between Quantitative and Qualitative Research Approach - 7.7 Summary - 7.8 Self-Assessment Questions - -

Week 8: Quantitative Research, Report Writing & Use of Software in Data Analysis

8.1 Definition of Quantitative Methods - 8.2 Testing of Hypothesis - 8.3 Type I and Type II Error - 8.4 Techniques for Quantitative Data Analysis - 8.4.1 Mean - 8.4.2 Standard Deviation - 8.4.3 Testing for Significant Differences between Two Means Using the t-Test - (Independent Groups) - 8.4.4 Testing for Significant Differences between Two Means Using the t-test - (Dependent groups) - 8.4.5 Testing for Differences between Means Using One-Way Analysis of Variance - (ANOVA) - 8.4.6 Correlation Coefficient - 8.5 Summary - 8.6 Self-assessment Question 9.1 Introduction - 9.2 Guideline for different parts of a thesis or a dissertation - 9.3 Summary - 9.4 Self-Assessment Questions - - 10.1 Introduction - 10. 2 Frequency distributions - 10.3 Data Analysis - 10.3.1 Analyzing Frequencies: Chi-square - 10.3.2 Comparing two groups using T-tests - 10.3.3 Paired T-tests - 10.3.4 Non-parametric - Two independent groups: Mann-Whitney U - 10.3.5 Paired groups: Wilcoxon Signed Rank Test - 10.3.6 Nonparametric: Spearman's rho - 10.3.7 Comparing Multiple Groups – Parametric One-Way Analysis of Variance (ANOVA) - 10.4 Summary - 10.5 Self-Assessment Question

Books and References

Research Methodology: Methods And Techniques (Multi Color Edition) by C.R. Kothari and Gaurav Garg

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning