PGBA (S3) 03-2

BUSINESS RESEARCH METHODOLOGY

SEMESTER - 3

BUSINESS ADMINISTRATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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MASTER IN BUSINESS ADMINISTRATION

BUSINESS RESEARCH METHODOLOGY

Block 2

DETAILED SYLLABUS

UNIT 9: Data Processing and Analysis **Page No. : 167 – 179**

Processing of Data,Editing of Data,Types of editing of Data,Coding of Data and Tabulation of Data

UNIT 10: Univariate and Bivariate Analysis of Data **Page No. : 180 – 194**

Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data, Measures of Central Tendency,Measures of Dispersion, Graphical Analysis of Nominal scale data with only one possible response, Descriptive Analysis of Bivariate data and analysis of Nominal scale data with multiple category responses

UNIT 11: Testing of Hypotheses **Page No. : 195 – 212**

Concepts in Testing of Hypothesis, Steps in testing of hypothesis, Applications of Hypothesis Testing,test of Single Mean (Large Sample),Test of Single Mean (Small Sample), Test of Difference between Means (Large Sample), Test of Difference between Means (Small Sample), Test of Single Population (Large Sample) and tests for Difference between Two Population Proportions

UNIT 12: Chi square Analysis **Page No. : 213 – 221**

Chi square test, Chi square test for the Goodness of Fit, Chi square test for the independence of variables , Chi square test for the equality of more than two population proportions

UNIT 13: Analysis of Variance **Page No. : 222 – 232**

Introduction of Analysis of Variance, One-way ANOVA, Two-way ANOVA, Design of Experiments, Principles of Design of Experiments, Completely Randomized Design (CRD), Randomized Block Design (RBD) and Factorial Design

UNIT 14: Research Report Writing **Page No. : 233 – 245**

Meaning and Significance of Report Writing, Types of research reports, Structure of the research report,Report writing: Formulation rules for writing the report,Guidelines for presenting tabular data and guidelines for visual Representations

UNIT 15: Ethics in Research **Page No. : 246 – 255**

Meaning of Research Ethics,Clients Ethical code,, Researchers Ethical code,Ethical Codes related to respondents and Responsibility of ethics in research

BLOCK INTRODUCTION:

This is the second block of the course 'Business Research Methodology'. The Block is divided into 7 units which are related to the differnt concepts of Business Research Methodology.

This block comprises of the following seven units:

The ninth unit introduces us to processing of Data,Editing of Data,Types of editing of Data,Coding of Data and Tabulation of Data

The tenth unit gives us a broad idea on the concepts of descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data, Measures of Central Tendency,Measures of Dispersion, Graphical Analysis of Nominal scale data with only one possible response, Descriptive Analysis of Bivariate data and analysis of Nominal scale data with multiple category responses

The eleventh unit gives us an idea on the Concepts in Testing of Hypothesis, Steps in testing of hypothesis, Applications of Hypothesis Testing,test of Single Mean (Large Sample),Test of Single Mean (Small Sample), Test of Difference between Means (Large Sample), Test of Difference between Means (Small Sample), Test of Single Population (Large Sample) and tests for Difference between Two Population Proportions.

The twelvlth unit will help us in knowing Chi square test, Chi square test for the Goodness of Fit, Chi square test for the independence of variables , Chi square test for the equality of more than two population proportions

The thirteenth unit gives us a broad idea on Analysis of Variance, One-way ANOVA, Two-way ANOVA, Design of Experiments, Principles of Design of Experiments, Completely Randomized Design (CRD), Randomized Block Design (RBD) and Factorial Design

The forteenth unit will help us in understanding the meaning and Significance of Report Writing, Types of research reports , Structure of the research report,Report writing: Formulation rules for writing the report,Guidelines for presenting tabular data and guidelines for visual Representations

The fifteenth unit gives us an idea on meaning of Research Ethics,Clients Ethical code,, Researchers Ethical code,Ethical Codes related to respondents and Responsibility of ethics in research

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UNIT 13: Analysis of Variance

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