

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (BBA-General)

Semester - IV

Course Code	UM4SEBBA04	Title of the Course	Fundamentals of Research
Total Credits of the Course	02	Hours per Week	02

Course Objectives	<ol style="list-style-type: none">1. To understand basic concepts of research and familiarize with the process of research.2. To develop skills in the selection and formulation of research problems.3. To prepare the students able to have deeper understanding about data collection and its analysis and sample selection
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Course Content

Unit	Description	Weightage (%)
1.	Introduction to Research Introduction, Meaning and objectives of research, Characteristics of good research, Types of research, Steps in the research process, Meaning of research problem, Technique for formulating a research problem Collection and Processing of Data Data Collection: Introduction, Sources of data, Primary data collection techniques, Secondary data collection techniques.	50%
2.	Sampling and Sampling Techniques Introduction, Characteristics of good sample design, Sampling techniques/ Methods (Probability and Non Probability) Interpretation and Report Writing Meaning and technique of interpretation, Significance of report writing, Procedure of report writing	50 %

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Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Group Discussion• Case Study• Project Work• Practical activities• Guest Lectures
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes	
1.	Understand concepts of research its types and objectives.
2.	Acquire skills in the selection and formulation of research problems with an understanding of the rationale and the different steps involved in the process.
3.	Use appropriate sampling methods to investigate the research problem for better decision making.
4.	Understand types of data, data collection and analyse data.

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Suggested References	
Sr. No.	References
1	Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.
2	Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.
3	Zikmund William G; Business Research methods, Thomson South-Western
4	Naval Bajpai; Business Research Methods; Pearson Education; New Delhi
5	Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition
