



BBA

Semester V

Calicut University

Business Research Methods

Course Code: BBA5CJ301 • Module SYLLABUS Notes

Course Syllabus

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Module I: Introduction to Business Research & Problem Definition

- Unit 1: Meaning, Scope, Objectives, Types of Business Research (Exploratory, Descriptive, Causal).
- Unit 2: Research Process Steps – Problem Definition, Literature Review, Gaps.
- Unit 3: Formulating Research Questions, Hypotheses (Null vs Alternative).
- Unit 4: Research Ethics, Plagiarism, Informed Consent.

Module II: Research Design & Measurement Scales

- Unit 5: Research Design – Experimental, Non-Experimental, Longitudinal, Cross-Sectional.
- Unit 6: Measurement Scales – Nominal, Ordinal, Interval, Ratio Scales.
- Unit 7: Scale Construction – Likert Scale, Semantic Differential, Thurstone Scale.
- Unit 8: Validity (Content, Construct, Criterion) & Reliability (Cronbach Alpha).

Module III: Data Collection & Sampling Methods

- Unit 9: Primary Data Collection – Questionnaire Design, Interviews, Observation, Focus Groups.

- Unit 10: Secondary Data Sources, Internal/External Records, Data Verification.
- Unit 11: Sampling Concepts – Population, Sample Size Determination, Sampling Errors.
- Unit 12: Probability Sampling (Simple Random, Stratified, Cluster) vs Non-Probability Sampling (Convenience, Purposive, Quota).

Module IV: Data Analysis, Hypothesis Testing & Report Writing

- Unit 13: Data Preparation – Editing, Coding, Tabulation, Data Cleaning.
- Unit 14: Hypothesis Testing – Parametric Tests (t-test, Z-test, ANOVA) & Non-Parametric Tests (Chi-Square).
- Unit 15: Statistical Software (SPSS/Excel) for Descriptive and Inferential Analysis.
- Unit 16: Research Report Writing – Layout, Structure, Citation Styles (APA/MLA), Executive Summary.

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