

Course Curriculum

for

Bachelor of Business Administration (BBA)

(Faculty of Commerce)

BBA Semester I, II (2023-24)



MAHARAJA GANGA SINGH UNIVERSITY

BIKANER - RAJASTHAN

Admission to BBA

Admission to BBA shall be based on merit (or some appropriate criteria decided by the University). The merit will be based on marks obtained in class 12 (10+2 Pattern) or some other criteria as laid down by the University from time to time. Each candidate must have at least 45% marks at the level of qualifying examination (in the case of SC, ST and OBC-Non Creamy this limit shall be pass marks).

Program Outcomes (POs)

On successfully completing the program the student will be able to:

1. Demonstrate the knowledge of Management science to solve complex corporate problems using limited resources.
2. Review literature, define and analyze management research problems.
3. Identify business opportunities, design and implement innovations in workspace.
4. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
5. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

Program Specific Outcomes (PSOs):

1. To impart knowledge of the fundamentals of Management theory and its application in problem solving.
2. Select and apply appropriate tools for decision making required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates having highest regard for Personal and Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

Program Structure:

Bachelor of Business Administration (BBA) Program is a three-year course divided into six- semesters. For the award of degree, a student will be required to complete the credits as per the University norms.

Semester Wise Course Details

| Semester I | | | | | | | | | | |
|---------------|--|------|-----------|----------|----------|---------------|---------------|------------|-----------|------------|
| Paper Code | Paper name | Code | L | T | P | Total Credits | Maximum Marks | | | Total |
| | | | | | | | Internal | External | Practical | |
| BBA4.5AECCT11 | General English/Hindi/MIL | AECC | 2 | 0 | 0 | 2 | 0 | 100 | 0 | 100 |
| BBA4.5DCCT12 | Principles of Management and Organizational Behavior | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| BBA4.5DCCT13 | Management Accounting and Financial Management | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| BBA4.5DCCT14 | Business Legislations and Environment | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| Total | | | 20 | 0 | 0 | 20 | 90 | 360 | 0 | 450 |

| Semester II | | | | | | | | | | |
|---------------|-------------------------------------|------|-----------|----------|----------|---------------|---------------|------------|-----------|------------|
| Paper Code | Paper name | Code | L | T | P | Total Credits | Maximum Marks | | | Total |
| | | | | | | | Internal | External | Practical | |
| BBA4.5AECCT21 | Environment Studies | AECC | 2 | 0 | 0 | 2 | 0 | 100 | 0 | 100 |
| BBA4.5DCCT22 | Business Economics | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| BBA4.5DCCT23 | Marketing Management | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| BBA4.5DCCT24 | Statistics and Research Methodology | DCC | 5 | 1 | 0 | 6 | 30 | 120 | 0 | 150 |
| Total | | | 20 | 0 | 0 | 20 | 90 | 360 | 0 | 450 |

Testing and Evaluation

There will be Internal Assessment for 30 marks and Final Semester-End Examination (External) will be for 120 marks in each course/paper.

Evaluation

Internal Assessment: 30 Marks

- a. Midterm Examination: 3 Exams of 10 Marks each to be conducted by the Institution. Best marks obtained in two such exams for every course to be counted.
- b. Students' Participation in curricular, extra-curricular activities, class participation, attendance etc. shall account for 10 Marks.

External Assessment: 120 Marks

Semester End Examination Paper Pattern

There shall be three Sections:

- Section A: Shall contain 10 questions of 2 marks each. All questions will be compulsory. Minimum Two questions must be set from each Unit. Answer should not exceed 50 words.
- Section B: Shall contain 5 questions (two from each unit with internal choice). Each Question shall be of 8 marks. The candidate is required to answer all 5 questions. The answers should not exceed 200 words.
- Section C: Shall contain 5 Case Studies and / or Questions, one from each Unit. Each Case Study or Question shall be of 20 marks. The candidate is required to answer any three from different units. The answers should not exceed 500 words.

Unless specifically mentioned for a particular course, the above Scheme of Internal and External Evaluation shall remain constant.

Courses BBA4.5AECCT11 and BBA4.5AECCT21 are mandatory for all. The Course wise content for these courses shall remain common for all students of Undergraduate Programmes. There will be an External Examination of 100 Marks for these courses. Credits earned for passing these courses will not be counted for calculation of SGPA / CGPA.

The duration of External examination shall be 3 hours.

On the basis of total marks (Internal and External) obtained, the student shall be awarded SGPA and CGPA under the formula specified for CBCS.

Course Delivery

Use of Smart Boards / LCD projectors is expected during Lecture delivery. Regular Seminars, Assignment, Projects / Mini Projects and Tutorials to be conducted / assigned. Simulations to be organized and Guest Lectures from Corporates and Industrial Visits must be arranged to fill the Gaps in Course Contents. Self- learning such as use of NPTEL, SWAYAM etc. and use of Open-Source Software should be encouraged.

Course Wise Content for BBA Programme

Semester I: Ability Enhancement Compulsory Course

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| BBA4.5AECCT11: General English / Hindi / MIL |
| Common Curriculum for all Under Graduate Students |

Semester I: Discipline Centric Courses

BBA4.5DCCT12: Principles of Management and Organisational Behaviour

Objectives:

To understand the basic principles of Management used to manage an enterprise. To have an insight into the evolution of management theory and familiarity with different schools of management thoughts. To appreciate the six major functions of Management. To understand the significance of management, along with the various levels of Management. To develop theoretical and practical understanding of different components of individual and group behavior in organizational setting. To understand and enhance the attitude, behavior, perception and leadership style. To understand the concepts of individual differentiators like Personality, Attitude and perception. To understand the concepts of conflict and conflict management.

Course Outcomes:

The successful completion of this course shall enable the learner:

To analyze the concept of management and its functions. To apply management skills required at each level. To apply various leadership role in the community. To understand the theoretical development of management thoughts and organizational behavior and its importance in managing people at the work place. To understand the foundation of group dynamics and the nature of conflict and its management. To understand different types of organizational structures and learn how to deal with change and stress.

Contents

Unit - I

Management: Definition, Nature, Managerial Roles, Managerial skills and Levels, Basic Functions of Management, Evolution of Management Thoughts.

Planning: Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises Forecasting and decision making.

Unit – II

Organizing: Concept, Definition, Formal and Informal Organization, Organizational Structure: Types and significance (Functional Organization, Product/ Market Organization and Matrix Structure), Span of Management.

Staffing: Concept; Overview of - Manpower Planning, Job Design, Recruitment and Selection, Training & Development, Performance Appraisal.

Unit - III

Controlling: Meaning and Need of Control, Controlling Process, Types of Control Techniques.

Directing: Concept, Direction and Supervision.

Organizational Behavior: Organizational Theory, Hawthorne studies and human relations.

Motivation: Concept and basic theories.

Unit - IV

Personality: Types, Factors influencing personality, Theories.

Learning: The learning process and Theories. Attitudes: Characteristics, Formation.

Perception: Importance, Factors influencing perception.

Group dynamics: Team building - Interpersonal relations – Group decision making techniques.

Unit - V

Conflict: Meaning and types. Conflict Redressal process.

Leadership: Meaning, importance, traits, styles and Theories. Leaders Vs Managers.

Motivation at work: Importance, need, types and its effects on work behavior. Motivation Theories: Maslow's, Herzberg, etc.

Organizational change: Importance. Stability Vs Change, Proactive Vs Reaction change, The Change process, Resistance to change, Managing change.

Stress: Work Stressors, Prevention and Management of stress, Balancing work and Life.

Readings:

- Ramaswamy, I. (2011). Principles of Business Management, (8th Ed.), Himalaya Publishing House, New Delhi.
- Koontz, H, & Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
- Ghuman, K & Aswathapa, K, (2017). Management concepts and Cases (10th ed.), Tata McGraw Hills, New Delhi.
- Telsan, M.T. (2016). Industrial and Business Management, (4th ed.), S. Chand, New Delhi.
- Greenberg, Baron (2010). Behaviour in Organisations: Understanding and Managing the Human Side of work. Pearson
- Luthans, Fred. Organizational Behaviour, McGraw-Hill, Indian Edition. 12th Ed.
- Pareek, U. & Khanna, S. Understanding Organizational Behaviour. Oxford University.
- Robbins, Stephen P., TA Judge & Neharika Vohra (2013). Organisational Behaviour, Pearson.

BBA4.5DCCT13: Management Accounting and Financial Management

Objectives:

To understand the concept and role of accounting in financial reporting in modern economy. To develop the understanding of basic accounting concepts and techniques of and accounting system. To provide an understanding, importance of accounting; preparation of final accounts. To provide the basic concepts and understanding of financial statement analysis through the different analysis tools. To state and explain the concepts and types of working capital. To give the concept of time value of money and application in decision making process. To explain the meaning of capital structure and capitalization theory and management of earnings.

Course Outcomes:

The successful completion of this course shall enable the learner:

Demonstrate the role of accounting in business in economic world. Explain the principles of accounting and book keeping. Apply accounting rules in determining financial results and preparation of financial statement. Develop and practice the maintenance of accounting books. Analyze how funds are determined and explain the different techniques of financial statement analysis. Calculate and solve the required fund of working capital. Illustrate the time value of money concept and can apply in decision making process.

Contents

Unit – I

Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.)

Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of Trial Balance, Subdivision of journal- daybook.

Trading Account, Profit and Loss Account, Balance sheet, closing entries, Assets and their Classification, Liabilities and their Classification, Uses and Limitations of Balance sheet.

Unit – II

Capital and Revenue Expenditure and Receipts: Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss.

Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems.

Unit – III

Financial Management: Nature and Scope, Finance Functions, Financial Manager's Role, Objective of Financial Management.

Analysis of Financial Statements: Significance of their Preparation, Fund Flow Statement and Cash Flow Statement, Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

Unit - IV

Working Capital Management: Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle.

Concept of Value & Return and Capital Budgeting Decisions: Future Value & Present Value of Single Amount, Annuity.

Unit - V

Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods-NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR).

Financing Decisions: Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalization (Meaning, Theories of Capitalization, Over & under Capitalization), Dividend Policy Decision: Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends and Forms of Dividends.

Readings:

- Hanif and Mukherjee (2003), Modern Accountancy Volume 1, Tata McGraw Hill Publishing Company Limited, New Delhi, 2nd Edition.
- Grewal, T.S (2003) Introduction to Accountancy: S. Chand & Company Ltd.
- Tulsian P.C, Financial Accounting, Pearson, Sixteenth impression, 2015
- Robert. N. Anthony, David F Hawkins, Kenneth A Merchant (2004), Accounting Text and Cases, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 11th Edition
- Frank Wood & Alan Sanger (2008), Business Accounting, Pearson Education Ltd., 11th Edition
- Chandra, P Financial Management-Theory and Practices, Tata McGraw Hill: New Delhi
- Pandey, I.M. Financial Management, Vikas: New Delhi
- Khan, M.Y. Financial Management, Tata McGraw Hill: New Delhi
- Reddy, G. Sudarsana Financial Management- Principles and Practice, Himalaya Publishing House
- Van Horne, Financial Management & Policy, Pearson Education, Asia.

BBA4.5DCCT14: Business Legislations and Environment

Objectives:

To understand the role and importance of Indian Contract Act, 1872 and its implications. To understand laws of sales of goods and legal rights associated with purchasing of goods. To clarify the laws of partnership and its various kinds. To be familiarized with the Laws of negotiable instrument and its legal issues. To explain the concept of a company and distinguish among various types of companies. To familiarize participants with business environment and evaluate its various components in business decision making. To provide an analysis and examination of significant contemporary issues and challenges existing throughout business environment arena. To understand social and environmental responsibilities. .

Course Outcomes:

The successful completion of this course shall enable the learner:

To appraise the needs of better understanding about the need of Indian Contract Act, 1872 and its legal implications. To apply and practice the law of sales of goods in commercial business. To apply the ideas related to laws of negotiable instrument and its related fields in commercial businesses. To comprehend the nature of business environment and its components. To demonstrate and develop conceptual framework of business environment and outline how an entity operates in a business environment. To understand and analyze various political, technological, socio-cultural and economic environmental factors affecting business.

Contents

Unit – I

The Indian Contract Act, 1872: Definition of contract and essential elements of contract, classification of contract, performance of contract, discharge of contract, breach of contract, remedies for breach of contract.

Unit – II

Sale of Goods Act 1930: Law of sales of goods – definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Transfer of property in goods, definition of unpaid seller, Rights of an unpaid seller.

Unit – III

Law of Negotiable Instruments: Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder and Holder in due course, Presentment and Dishonor of negotiable instruments.

Unit – IV

Business Environment: Meaning, Characteristics, Scope. Macro and Micro Dimensions of Business Environment. Environmental Analysis. Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning. Structure of Economy, Economic Policies and Planning the Economic Condition. NITI Ayog, National Development Council, Five Year Plans.

Unit – V

Economic Reforms and New Economic Policy, New Industrial Policy, Competition Law. Fiscal Policy: Objectives and Limitations. Monetary Policy and RBI. Concept of Social Responsibility of Business towards Stakeholders. Demonetization, GST and its Impact. Political Stability, Legal Changes.

Readings:

- Bare Acts
- Elements of Mercantile Law. N.D. Kapoor, Sultan Chand & Sons
- Business Law. N.D. Kapoor, Sultan Chand & Sons
- Legal Aspects of Business. Akhileshwar Pathak, Tata McGraw Hill
- Kuchchal M.C, Mercantile Law, Vikas Publishing House (P) Ltd.
- Pathak Akhileshwar, Legal Aspects of Business, Tata McGraw Hill Pub. Company Ltd.
- Sheth Tejpal, Business Law, Pearson Education
- Sinha, V.C, and Sinha Ritika, Business Environment, Sahitya Bhawan Publishers & Distributors, Agra
- Cherunilam, Francis Business Environment, Himalaya Publishing House, New Delhi
- Aswathappa, K. Essentials of Business Environment Himalaya Publishing House, New Delhi
- S.K. Mishra, V.K. Puri, Economic Environment of Business, HPH
- Rosy Joshi and Sangam, Kapoor Business Environment, Kalyanai Publications.
- A C Fernando, Business Environment, Pearson.

Semester II: Ability Enhancement Compulsory Course

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| BBA4.5AECCT21: Environment Studies |
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| Common Curriculum for all Under Graduate Students |
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Semester II: Discipline Centric Courses

BBA4.5DCCT22: Business Economics

Objectives:

The objective of this course is to provide the students with a basic understanding of the principles of economics. At its core, the study of economics deals with the choices and decisions that have to be made in order to manage scarce resources available to the world. This course pertains to decisions made at the individual level, i.e., by individual consumers or individual firms after evaluating resources, costs, and tradeoffs. Students will also understand the different kinds of markets and how they function. To familiarize students with concepts of national income measurement, classical and Keynesian theories, and consumption function.

Course Outcomes:

The successful completion of this course shall enable the learner:

To understand how and why the above-mentioned decisions are made and how they affect one another in the economy. To have a strong grasp on the major issues of economics including consumer and producer behaviour, the nature of supply and demand and the Cost and Revenue. To understand basic economic terminology and applying it to current micro and macro-economic events. Understand the concepts and significance of national income and its measurement methods. Comprehend the theories of employment and analyse factors influencing the consumption function.

Contents

Unit – I

Importance and Scope of Business Economics. Introduction to Micro and Macro Analysis. Approaches to Economic Analysis. Partial Equilibrium vs. General Equilibrium, Cardinal Utility Approach and Law of Diminishing Marginal Utility.

Unit – II

Ordinal Utility Theory: Indifference Curve Analysis, Consumer's Equilibrium. Demand Analysis: Law of Demand, Reasons and Exceptions, Types of Demand: Direct and Derived Demand, Industry and Firm Demand, Short run and long run Demand, Elasticity of Demand, Price, Income and Cross Elasticity. Degree of Elasticity. Methods of Measuring Elasticity of Demand: Point, Arc and Outlay Methods.

Unit – III

Production Function and Law of Variable proportions. Iso Quants and Producer's Equilibrium, Cost Concepts and Cost Function, Short run cost curves: Total, Average and marginal costs, Relation between AC and MC, Planning Curve, Economies and Diseconomies of Scale.

Unit – IV

Classification of Market. Perfect Competition, Short Run and Long Run Analysis. Equilibrium of the Firm and Industry. Monopoly Features, Equilibrium. Discriminatory Pricing. Differences between Perfect Competition and Monopoly. Monopolistic Competition. Product Differentiation, Selling Costs. Oligopoly: Homogeneous and Heterogeneous Oligopoly, Price Rigidity in Oligopoly. Kinky Demand Curve.

Unit – V

Introduction to Wage, Interest and Rent, Ricardian and Modern theory of Rent, Classical and Keynesian Theory of Interest, Marginal Productivity of Wages.

National Income: Meaning and Definitions. GNP and NNP, GDP and NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Methods of measuring National income.

Readings:

- Mote V L. & Gupta G. S. Managerial Economics. Tata Mc Graw Hill, New Delhi.
- Varshney R. L. & Maheshwari K. L.: Managerial Economics, S Chand & Sons, New Delhi.
- Dominick Salvatore. Micro Economics Theory and Application. 4th Ed. New Delhi: Oxford University Press.
- Koutsiyannis, A. Modern Microeconomics. Macmillan Press Ltd.
- Rangaragarn C. & Dholakia. H -Macroeconomics, McGraw Hill, New Delhi.
- Branson, William H. Macro Economics Theory and Policy. First East – West Press.
- Koutsiyannis, A. Modern Microeconomics. Macmillan Press Ltd.

BBA4.5DCCT23: Marketing Management

Objectives:

To develop understanding of the conceptual framework of marketing and its environment. To gain an insight into the concept of market segmentation, targeting and positioning. To develop understanding towards product mix and branding. To examine the relevance of Pricing and distribution in product mix. To develop an understanding of the various promotion mix used. To be able to describe product life cycle for different products. To explain digital marketing and its benefits.

Course Outcomes:

The successful completion of this course shall enable the learner:

To apply the basic concepts of marketing and Marketing environment. Analyze and identify market segments and explore targeting and positioning. Distinguish the product mix of various companies and identify the relevance of branding. Enumerate the significance of pricing and distribution decisions of a firm. Analyze the importance of promotion and identify various vehicles used in promotion of products. Design product positioning and competitive strategies. Formulate strategies for different stages of product life cycle. Evaluate the benefits of digital marketing and conventional marketing.

Contents

Unit - I

Meaning and Concept of Market and Marketing, Marketing and Selling (concepts and differences), Introduction to Marketing Mix, Elements of Company's Macro and Micro Environment and responding to the marketing environment. Marketing planning: Concept of Strategic Plan, Strategic Planning Process, Concept of Strategic Business Unit, BCG and GE Matrix

Unit - II

Market Segmentation, Targeting and Positioning: Concept, Needs, bases/ variables for segmenting consumer market, Attributes of Effective Segmentation, Challenges in segmentation, Concept of Target Market, Selection of Target Market, Market positioning.

Unit - III

Definition of Product, Classification and Levels of Product, Concept of Product Line, Product Line Decision, Product Mix. Product life cycle and Marketing information system: Concept of product life cycle, Stages in PLC, Strategies for Managing Different Stages of product life cycle. Definition of Brand and Brand Equity, Selection of Brand Name.

Unit - IV

Concept of Price, Factors Influencing Pricing, Methods of Pricing.

Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries, Channel Design Decision, Wholesaling and retailing.

Unit - V

Definition, Concept of Integrated Marketing Communication, and Relevance of Integrated marketing Concept. Introduction to Elements of Promotion Mix, Advertising, Sales promotion, Personal selling, Events and Experiences, online marketing, social marketing, mobile marketing, direct marketing.

Defining Digital marketing, how is it different from traditional marketing and why is it relevant now. Digital Marketing and Direct Marketing: Increasing Visibility, Visitor's Engagement, Bringing Targeted Traffic and Lead Generation.

Readings:

- Kotler, P. and Armstrong G. Principles of Marketing; Pearson Prentice Hall: New Delhi, 12th edition.
- Ramaswamy, V.S. and Namakumari, S. (2010), Marketing Management; Macmillan: Publishers India Ltd, 4th edition.
- Keegan W.J (2009) Global Marketing Management; Pearson Prentice Hall: New Delhi, 7th Edition.
- Neelamegaham .S. (2006) Marketing in India; Vikas publishing house Pvt. Ltd. 3rd edition
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Gupta Seema, Digital Marketing (2022), McGraw Hill, 3rd Edition
- Malik and Agarwal Ritika. (2021) Digital Marketing Tools, Techniques & It's Aspects - An integrated approach on online marketing, Bluerose Publishers Pvt. Ltd.
- Gibson, (2017) Retail Management, Pearson, New Delhi 5th Edition
- Gilbert, David (2006), Retail Marketing Management; Pearson, 2nd Edition

BBA4.5DCCT24: Statistics and Research Methodology

Objectives:

To understand the importance of data and how to collect, organize and summarize data. To explain the merits and limitations of different statistical techniques. To impart the knowledge of interpreting the result of data analysis. To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard. To get a thorough grounding in introductory research concepts. To understand the concepts of Research Design in real world studies. To gain skills in conducting data gathering activities for research studies through various tools. To get a clear concept of sampling methods in tune with the primary data requirements of any given study. To gain proficiency in writing up research reports for respective purposes as an outcome of a study conducted.

Course Outcomes:

The successful completion of this course shall enable the learner:

To appraise the need for data analysis. Formulate the statistical problem and solve it. Interpret the results of statistical analysis for improved managerial decision making. Design and describe problems of inferential statistics. Apply analytical skills in both private and public business organizations in the country. To Identify the need and importance of Research in context of different situations and Environments. To designs Pilot Studies and subsequently replicate it for studies on a larger scale. To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study. To decide and implement the most appropriate probability/ non-probability sampling techniques for a given study. To communicate research findings clearly and in a user-friendly manner through customized tables and other related tools of data.

Contents

Unit - I

Need, Meaning and Definition of measuring central tendency of data; Arithmetic Mean, Median, and Mode: their properties, merits and demerits. Need for measuring dispersion of data; Range, Mean, Absolute Deviation, Quartile Deviation, Standard deviation, Coefficient of Variation.

Unit - II

Correlation and Regression Analysis (for ungrouped data): Need, types and methods of studying Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank Correlation, Method of least squares. Need for studying regression analysis, Two regression equations, Regression co-efficient and its properties.

Unit - III

Introduction to Research; Types of Research, Problems encountered by the Researcher, Types of Research Design: Exploratory Research Design, Experimental Research Design, Descriptive Research Design. Sampling design: Concepts, Types of Sampling: Probability Sampling, Simple Random Sampling, Systematic Sampling, Stratified Random Sampling, Cluster Sampling, Non-Probability Sampling, Convenience Sampling, Judgmental Sampling, Snowball Sampling, Quota Sampling.

Unit - IV

Data Collection: Primary and Secondary data. Various Methods of Collection of Primary and

Secondary Data. Measurement and Scaling Techniques: Basic measurement scales: Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scales: Likert's Scale, Semantic Differential Scale. Hypothesis: Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis.

Unit - V

Parametric and Non-Parametric Test: T-Test, Z-Test, rank sums test. Mann-Whitney U test, one sample Runs test, Chi-Square, ANOVA. Report writing, types of research report, report structure, Bibliography and References.

Readings:

- Aczel, A. D., Sounder pandian, J. Saavanan, P. & Joshi, R. (2012). Complete Business Statistics. McGraw Hill Education (India) Pvt. Ltd.: New Delhi.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D. and Cochran, J. J. (2014) Statistics for Business & Economics, CENGAGE Learning Custom Publishing.
- Black, K. (2012). Applied Business Statistics, 7ed. Wiley
- Levin, R. I. & Rubin, D. S. (1997). Statistics for Management, Prentice-Hall of India.
- Cooper, D. R. & Schindler, P. S. (2003). Business Research Methods. Boston. McGraw-Hill/Irwin
- J.K. Sachdeva, Business Research Methodology, Himalaya Publishing House, New Delhi
- C. R. Kothari, Research Methodology, Methods & Techniques, New Age International.
- Gupta, Santosh, Research Methodology, Deep and Deep Publications: New Delhi