
SYLLABI-BOOK MAPPING TABLE

Business Research Methods

INTRODUCTION

Syllabi	Mapping in Book
Unit-I Decisional Research: Definition and Scope; Role of Decision Maker and Research; Identification of Problems; Decision Steps and Research Objectives, Uncertainty and Decision Research, Research Design: Descriptive, Exploratory, Descriptive, Diagnostic and Experimental.	Unit 1: Decisional Research and Research Design (Pages 3-26)
Unit-II Data Collection: Secondary and Primary Data sources; Techniques of Data Collection; Sampling: Procedure, Probability and Non-probability sampling; Sampling Errors; Tabulation of Data; Attitude Scales and measurement of attitude.	Unit 2: Collection and Organization of Data (Pages 27-66); Unit 5: Sources of Data (Pages 163-173); Unit 6: Sampling and Sampling Design (Pages 175-189); Unit 7: Measurement and Scaling Techniques (Pages 191-218)
Unit-III Data Analysis: Interpretation and Presentation; Basic Consideration in Choice of Analysis and Statistical Techniques; Hypothesis Testing; Tests of Significance; Chi-Square Analysis.	Unit 3: Data Analysis and Presentation (Pages 67-138)
Unit-IV Report Writing: Substance of Research Based Reports, Formats of reports, Report writing Technique and Final Presentation of the report.	Unit 4: Report Writing (Pages 139-161); Unit 8: Time Series Analysis (Pages 219-260); Unit 9: Research Design (Pages 261-268); Unit 10: Random Variables and Probability Distributions (Pages 269-306)
