Course Code	: COC122	
Course Title	: Business Statistics & Research Methodology	
Number of Credits	: 4	
Effective from AY	: 2020-21	
Need of the Course :	To familiarize students with the meaning and imp successful research, its wide applications in various importance of making calculated decisions in the pre world.	s fields of study and the
Description of the Course	This course is designed to motivate the students to identification and collection of relevant data (uni- multi-Variate data sets) and finally analysis of data techniques starting from reliability/normality testing relationship and prediction, and testing the signific familiarized with intellectual honesty and ethics wh report.	Variate, bi-Variate, and using various statistica , organising, describing cance. Students are also
Objectives of the Course :	 To understand the significance of research. To develop research questions, objective and relate To learn how to process the data and interpret resu 	
	Course Content	
	: Introduction to Research	0 II anna
Need, Purpose and Importa Steps in research. Identification of Research Questions, related Objectiv	nce of research – Application of research – Types and Gap – Content Analysis of the existing literatures and Hypothesis – Research Design.	e – Develop Research
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Cheating, Fabrication and Falsification, Multiple Submission, Misuse of Academic Materials, Complicity in Academic Dishonesty).

Pedagogy	The following methods and forms of study are used in the course	
	Lectures, Case Studies and Practical's.	
	Self-study on carrying out literature review and preparing content analysis.	
	Self-study of solving home assignments using MS Excel and other statistical	
	software's, working with psychometric and econometric data and also doing	
	research based on the web.	
Reference/Readings	Chawla, Deepak and Sondhi, Neena. Research Methodology: Concepts and	
2	Cases. 2/e, 2016, Vikas Publishing House Private Ltd.	
	Cooper, Donald R and Schindler, Pamela S, Business Research Methods,	
	9/e, 2006, Tata McGraw Hill.	
	Krishnaswami, O. R, Ranganathan. M and Harikumar P. N. Research	
	Methodology. 1/e, 2016. Himalaya Publishing house.	
	Gupta, S.C. Fundamentals of Statistics. 17/e, 2019. Himalaya Publishing	
	House.	
	Aizel, Amir D and Sounderpandian, Jayavel. Complete Business Statistics,	
	6/e, 2019. Tata McGraw Hill.	
Course Outcome (CO)	Upon completion of the curse the students will be able to:	
	CO1: Successfully carryout Content Analysis.	
	CO2: Identify and collect relevant data and use appropriate tool for	
	analysing the data.	
	CO3: Ensuring intellectual honesty and ethics while preparing research	
	report.	