



C.U.SHAH UNIVERSITY
VBT's Institute of Commerce,

Wadhwancity
W.e.f.- June 2020

FACULTY OF: - COMMERCE
DEPARTMENT OF: - Master of Commerce (M.Com)
SEMESTER: - III
CODE: - 5CO03BRT1
NAME: – Business Research Techniques & Application

Teaching & Evaluation Scheme:

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Un iversity	
								Marks	Hr/s	Marks	Hr /s	Pr / Viva	TW	Pr	
1	5CO03BRT1	Business Research Techniques & Application	4	---	--	4	4	30	1 ¹ / ₂	70	3	--	--	--	100

Objectives:

The objective of this course is to make the students to learn the application of statistical tools and techniques of Research for Business decision making and Planning

Course Outline :

Unit	Content	No.of Hours
1	Chi – Square Test: Definition and Nature, Condition, Uses, Testes of Goodness to fit, Test of Independence, Typical Examples with Hypotheses Testing	11
2	Analysis of Variable (ANOVA): Analysis of variance for one-way classification, Analysis of variance for two-way classification, Latin Square Design and Typical illustrations with Hypotheses Testing	10
3	Primary Data & Tabulation: Introduction –meaning and characteristics of primary data and Tabulation from primary data - Cluster analysis-Multi – Dimensional scaling	12
4	t – test & Z – test: Introduction-Meaning of t – test and Z – test – Multi-variate analysis - Regression analysis - Factor analysis	12
	Total Hours	45

Learning Outcomes :-

Theoretical Outcome :- Students can learn Theoretical aspect of Research.

Practical Outcome :- Student can solve the problems of Research.

Teaching and Learning methodology :- The following pedagogical tools will be Used to teach this course:

(A) Lectures

(B) Case discussions

(C) Assignments / Class participation / Quiz etc.

Suggested Readings and Reference Books:

1. Statistical Methods – S. P. Gupta (Sultan and Chand)
2. Fundamentals of statistics – V. K. Kapoor (Sultan and Chand)
3. Testing statistical Hypothesis – Lehman E. L. (Willy Eastern)
4. Basic Statistics – B. C. Agrawal
5. Elements of Statistics – Elhance
6. Applied statistics – S. C. Gupta and V. K. Kapoor

Note: Latest Editions of the above books may be used.