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202 Business Statistics & Research Methodology

Course Overview

The objective of this course is to have a general understanding of Research Methodology and Statistics as applicable to Business Management and its use and relevance in areas of Management Research. While mathematical material will be covered, the major goal is for the students to develop a set of skills and tools which will be important in their management careers. At the conclusion of the course students should be able to: (1) develop the skills to identify the appropriate statistical techniques for the analysis of data; and (2) learn how to collect, analyze, present and interpret research data.

Course Syllabus

Group I:

Research Methodology: Objectives, Role & Scope in Management Research, Process of Research; Research Designs: Exploratory, Descriptive & Experimental Research Designs and their Applications; Sampling Design: Concepts, types and their applicability; Scaling Techniques including Likert, Thurston, Semantic Differential Scaling techniques, etc. Tools & Techniques of Data Collection: Primary & Secondary; Classification & Tabulation of Data. Introduction to Statistics, Statistics & Business Research, Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion, Coefficient of Variance; Skewness & Kurtosis: Concept and Measures; Correlation Analysis: Simple, Partial & Multiple (Elementary).

Group II:

Regression Analysis: Concept & Measures, Linear Regression. Probability Concepts: Permutations and Combinations. Elementary Probability Theory: Concepts, Definitions and Problems. Probability Distributions: Binomial, Poisson and Normal Distributions; Testing of Hypothesis: Concepts like types of hypothesis, significance level, degrees of freedom, Errors in hypothesis testing, Procedure of testing hypothesis etc.; Statistical Tests: Chi-square test, t-test, ANOVA – 1 way and 2 way; SPSS and Report Presentation: Use of Statistical Package for Social Sciences, Report Writing - Mechanics of Report Writing, Preliminary pages, Main body and Appendices including Bibliography, Diagrammatic and Graphical presentation of Data.

Recommended Texts

- Amir D. Aczel & Jayavel Sounderpandian, *Business Statistics,* Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Donald R. Cooper & Pamela S. Schindler, *Business Research Methods,* Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 9th Edition.
- G. C. Beri, *Business Statistics,* Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2nd Edition.
- J. K. Sharma, *Business Statistics,* Pearson Education, New Delhi, 3rd Reprint, 2005.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these group. The III group shall be a case study of 10 marks and shall be compulsory.

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks (Total 20 marks)

Two written Assignments/ Project work each carrying 10 marks (Total 20 marks)

Class Participation and Attendance to be of 10 marks

School of Management Studies, Punjabi University, Patiala

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