

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 211

Course Name: Business Research Methodology

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Credits – 3

Objective: The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

Course Outcomes:

CO1: Outline the significance of research and research methodology.

CO2: Understand the basic concepts and scope of Business research.

CO3: Formulate research process for solving the business related problems.

CO4: Examine the concept of measurement, sampling and hypotheses testing.

CO5: Prepare a research report.

CO-PO Mapping

BBA 211 - Business Research Methodology

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
CO5	3	3	3	1	3	1	3	3
AVG	3	3	3	1	3	1	2.2	3