

M.Com. Part II Semester III
Compulsory Paper
Subject Name -: Research Methodology for Business.
Course Code -: 302.
(w.e.f. Academic Year: 2014-15)
(Board of Studies in Business Practice)

Objectives:

1. To acquaint the students with the areas of Business Research Activities.
2. To enhance capabilities of students to conduct the research in the field of business and social sciences.
3. To enable students, in developing the most appropriate methodology for their research studies.
4. To make them familiar with the art of using different research methods and techniques.

| Unit No. | Topics | Periods |
|--------------|---|---------|
| 1 | Introduction to Business Research: Introduction. Definition, Objectives, Significance & Types of Research, Criteria of research, Features of a Good Research , Steps in Research Process, Research Methods versus Methodology | 12 |
| 2 | Formulation of the Research Problem, Development of the Research Hypotheses, Research Design& Sampling: Research Problem: Defining the Research Problem, Techniques involved in Defining Research Problem. Hypotheses: Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis Research Design: Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design Sampling: Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling, Probability & Non-probability | 12 |
| 3 | Data Collection, Measurement & Scaling, Processing of Data: Sources of Data Collection: Primary Data: Methods of Data Collection, Merits & Demerits Secondary Data: Internal & External Sources of Data Collection Measurement& Scaling: Meaning & Types of Measurement Scale, Classification of Scales Processing of Data: Editing, Coding, Classification & Tabulation. Analysis & Interpretation of Data: Types of Analysis-Univariate, Bivariate and Multivariate Analysis of Data | 12 |
| 4 | Research Report and Mode of Citation & Bibliography: Research Report: Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citings, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries | 12 |
| Total | | 48 |

Books Recommended:

1. Alan Bryman & Emma Bell (2008), Business Research Methods, Oxford University Press, New York.
2. Anil Kumar Gupta (2011), Research Methodology-Methods & Techniques, Vayu Education of India, New Delhi.
3. Anwarul Yaqin (2011), Legal Research and Writing Methods, LexisNexis Butterworths Wadhwa, Nagpur.
4. C. R. Kothari (2008), Research Methodology-Methods & Techniques, New Age International Publishers, New Delhi.
5. Deepak Chawla & Neena Sondhi (2011), Research Methodology-Concepts and Cases, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Dipak Kumar Bhattacharyya (2013), Research Methodology, Excel Books, New Delhi.
7. Donald R. Cooper & Pamela S. Schindler (1999), Business Research Methods, Tata McGraw- Hill Edition, New Delhi.
8. P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas (1993), Methodology & Techniques of Social Research, Himalaya Publishing House, Mumbai.
9. Pradeep Aglave (2000). Sanshodhan Padhatishastra Va Tantre, Vidhya Prakashan, Nagpur.
10. Ram Ahuja (2003), Research Methods, Rawat Publications, Jaipur.
11. Russell K.. Schutt (2006), Investigating the Social World-The Process and Practice of Research, Sage Publication, New Delhi.