

Programme: M. Com (Advanced Accountancy/ Banking & Finance/Business Management)				Semester : I	
Course : Research Methodology Academic Year: 2024-2025 Batch: 2024-2026				Code: PGMCOMIRM24/ PGMCOMIRM24/PGMCOMIRM24.	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	Nil	Nil	04	40	60

Learning Objectives:	<ul style="list-style-type: none"> To provide students with an understanding of Research Methodology, assisting them in choosing and defining suitable research problems and processes. To equip students with comprehension of the structure and elements of Research Reports.
Learning Outcomes:	<ul style="list-style-type: none"> Learner will acquire the skills to conduct basic research through literature reviews and hypothesis formulation. Learner will develop proficiency in interpreting data, writing reports, and drafting research proposals.
Pedagogy:	Lecture, Case Studies, Presentation.

Detailed Syllabus: (per session plan)

Session Outline for Research Methodology

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	Introduction to Research <ul style="list-style-type: none"> Characteristics and Significance of research, Objectives and Categories of research including Basic, Applied, Descriptive, Analytical, and Empirical Research. Formulation of research problem, Literature Review: Meaning, SEARCH techniques, Importance, Citation Styles - Formulating the research hypothesis- Types of Research Hypothesis. Types Sampling: Significance, Methods, Factors determining sample size 	Lecture, Case Studies, Presentation	15 Lectures

II	<p>Research Design</p> <ul style="list-style-type: none"> • Stages in Research process and Data Collection: Quantitative and Qualitative data, Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data. • Secondary data: Sources and Limitations and Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire. 	Lecture, Case Studies, Presentation	15 Lectures
III	<p>Data Processing and Data Analysis</p> <ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation. • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses - Parametric Test-t test, F-test, Z test and Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Interpretation of data: significance and Precautions in data interpretation. 	Lecture, Case Studies, Presentation	15 Lectures
IV	<p>Data Interpretation and Report Writing</p> <ul style="list-style-type: none"> • Data Interpretation - Meaning - Deductive and Inductive interpretation - Essentials of data interpretation. • References and Citation Methods: APA (American Psychological Association), MLA (Modern Language Association), Footnotes and Bibliography. • Research Report Writing: Essentials, Structure layout, Types. • Ethical Norms in Research, Plagiarism, Role of Computers in Research. 	Lecture, Case Studies, Presentation	15 Lectures

REFERENCE BOOKS

1. Kothari, C. R. Research Methodology - Methods and Techniques (3rd ed.). New Age International Publications.
2. Davenport, T. H., Harris, J. G., & Morrison, R. Analytics at Work: Smart Decisions, Better Results (1st ed.). Harvard Business School Press.
3. Kumar, R. Research Methodology: A Step-by-Step Guide for Beginners.
4. Hardy, M., & Bryman, A. Handbook of Data Analysis. Sage Publications.
5. Pandya, S. (2012). Research Methodology. A P H Publishing Corporation.

Any other information:

Note: Latest edition of books may be used.