

Part B
Programme – Master of Commerce (Semester I) (NEP)

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com.-NEP/11	Research Methodology & Intellectual Property Rights	60

Course Outcomes: After going through the syllabus of "Research Methodology & Intellectual Property Rights", the students will be able to:

1. Give an overview of the research methodology and explain the technique of defining a research problem
2. Explain the functions of the literature review in research.
3. Explain carrying out a literature search, its review, developing theoretical and conceptual frameworks and writing a review.
4. Explain various research designs and their characteristics.
5. Explain the details of sampling designs, measurement and scaling techniques and also different methods of data collections.
6. Explain several parametric tests of hypotheses and Chi-square test.
7. Explain the art of interpretation and the art of writing research reports.
8. Explain various forms of the intellectual property, its relevance and business impact in the changing global business environment.
9. Discuss leading International Instruments concerning Intellectual Property Rights.

Unit	Contents	No. of Periods
I	1.1 Research Methodology: Introduction, Meaning of Research, Objectives of Research, Types of Research, Research Approaches, Significance of Research, Research Methods versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India. 1.2 Defining the Research Problem: Research Problem, Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem, An Illustration. 1.3 Reviewing the literature: Place of the literature review in research, enabling contextual findings, Review of the literature, searching the existing literature, reviewing the selected literature, developing a theoretical framework, developing a conceptual framework, Writing about the literature reviewed.	12
II	2.1 Research Design: Meaning of Research Design, Need for Research Design, Features of a Good Design, Important Concepts Relating to Research Design, Different Research Designs, Basic Principles of Experimental Designs, Important Experimental Designs. Data Collection: Introduction, Experimental and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection, Case Study Method. 2.2 Variables: Quantitative and Qualitative, Controllable and Uncontrollable, Dependent and Independent	12
III	3.1 Design of Sample Surveys: Design of Sampling: Introduction, Types of Sampling, Sampling and Non-sampling Errors, Sample Survey versus Census Survey. 3.2 Measurement and Scaling: Qualitative and Quantitative Data, Classifications of Measurement Scales, Goodness of Measurement Scales, Sources of Error in Measurement, Techniques of Developing Measurement Tools, Scaling, Scale Classification Bases, Scaling Techniques, Multidimensional Scaling, Deciding the Scale.	12

IV	4.1 Testing of Hypotheses: Hypothesis, Basic Concepts Concerning Testing of Hypotheses, Testing of Hypothesis, Test Statistics and Critical Region, Critical Value and Decision Rule, Procedure for Hypothesis Testing, Hypothesis Testing for Mean, Proportion, Variance, for Difference of Two Mean, for Difference of Two Proportions, for Difference of Two Variances, P-Value approach, Power of Test, Limitations of the Tests of Hypothesis. Chi-square Test: Test of Difference of more than Two Proportions, Test of Independence of Attributes, Test of Goodness of Fit, and Cautions in Using Chi Square Tests.	12
V	5.1 Interpretation and Report Writing: Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports, Referencing, its types and essence. 5.2 Intellectual Property: The Concept, Intellectual Property System in India, Development of TRIPS Complied Regime in India, Patents Act, 1970, Trade Mark Act, 1999, The Designs Act, 2000, The Geographical Indications of Goods (Registration and Protection) Act 1999, Copyright Act, 1957, The Protection of Plant Varieties and Farmers' Rights Act, 2001 (relating to Commerce and Industry)	12

Reference Books:

1. Research Methodology: Methods and Techniques, C.R. Kothari, Gaurav Garg New Age International 4th Edition, 2018
2. Research Methodology MCQs, Dr. Sonal Chandak, Dr. Jayant Kumar Gupta, Balaji Prakashan, Nagpur.
3. Research Methodology a step-by-step guide for beginners. (For the topic Reviewing the literature under module 2) Ranjit Kumar SAGE Publications Ltd 3rd Edition, 2011
4. Study Material (For the topic Intellectual Property under module 5) Professional Programme Intellectual Property Rights, Law and Practice, The Institute of Company Secretaries of India, Statutory Body Under an Act of Parliament, September 2013
5. Research Methods: the concise knowledge base, Trochim, Atomic Dog Publishing 2005
6. Conducting Research Literature Reviews: From the Internet to Paper Fink A Sage Publications 2009
7. Research Methodology, Dr. Ashish Mohata, Rohit D. Akolkar and Anita Vishwakarma, Apex Publication, Jaipur
8. डॉ. भांडारकर, पु. ल. , 'सामाजिक संशोधन पध्दती', महाराष्ट्र ग्रंथ निर्मिती मंडळ , नागपूर मेथोडोलॉजी अँड टेकनिक ऑफ रिसर्च (१९८७)
9. 'डॉ. वर्मा, आर. के . एँड डॉ. वर्मा, गोपाल', अनमोल पब्लिकेशन, न्यू दिल्ली इंडिया (१९८८)
10. 'डॉ. बोधनकर सुधीर, अलोनी विवेक'
11. सामाजिक संशोधन पध्दती , साईनाथ प्रकाशन नागपूर (१९९३)
12. 'प्रा. ठाकूर, देवेंद्र', 'रिसर्च मेथोडॉलॉजी इन सोशल सायन्स'-(१९९३) दीप एँड दीप पब्लिकेशन न्यू दिल्ली .