

**Part B**  
**Programme – Master of Commerce (Semester III)**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M.Com 31	Research Methodology	75

**Course Outcomes:**

The students will be able –

1. To understand basics and methods of research.
2. To evaluate research problems and apply to decide sampling techniques.
3. To Comprehend Sources of Data Collection.
4. To define & write Review of Literature.
5. To apply data analysis and interpretation methods.
6. To write a Research Report.

Unit	Topics	No. of Periods
I	<b>Introduction to Research:</b> Meaning, Definitions, Objectives, Scope, Significance, Features Limitations, Qualities of Good Research, Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods, Application of ICT in research, Research ethics.	15
II	<b>Research Plan, Design and Process of Research:</b> <b>Research Problem-</b> Concept of Research Problem, Criteria of Good Research Problem, Selection and Formulation of Research Problem. <b>Research Design-</b> Meaning & Definitions of Research Design, Factors Affecting Research Design, Steps in Preparation of Research Design, Features of a Good Research Design, <b>Hypothesis:</b> Meaning, Definitions of Hypothesis, Functions and Classification of Hypothesis, Criteria of Workable Hypothesis, Formulation of Hypothesis, Difficulties in Formulation of Hypothesis, Testing of Hypothesis <b>Sampling Techniques:</b> Meaning, Definition and Significance of Sampling. Principles of Sampling Technique, Essentials of Good Sampling, Advantages of Census, Types of Sampling- Probability & Non-probability, Sampling Errors- Biased & Unbiased Errors.	17
III	<b>Data Collection &amp; Literature Review</b> <b>Data Collection:</b> Meaning and objectives of Data Collection, Sources and Methods of Data Collection <b>Primary Data:</b> Meaning, and Importance of Primary Data, Methods of Primary Data- Observation, Interview, Questionnaire and Schedule. Limitations of Primary Data Collection. <b>Secondary Data:</b> Meaning, Importance, Sources and Methods of Secondary Data and Limitations of Secondary Data. <b>Literature Review:</b> Definition and purpose of a literature review, Importance of literature reviews in research, Literature Search and Selection, Effective search strategies and techniques Evaluating and selecting relevant sources, utilizing academic databases, libraries, and online resources, Writing the Literature Review.	16
IV	<b>Analysis &amp; Interpretation of Data:</b> Steps of Data Processing, Steps in Data Analysis & Processing. Editing, Coding, Classification, Transcription of Data, Tabulation, Construction of Tables, Graphs, Charts, & Diagram, Interpretation of Data & Information, Comparison in Interpretation, Statistical Analysis & Inference, Generalisations and Conclusion. Application of Statistical Tools: Basic Statistical Techniques, Use of Computer base Statistical Packages in Research-Excel & SPSS.	14
V	<b>Research Report Writing:</b> Meaning, Definition and Significance of Research Report, Types of Report- Written and Oral, Format & Contents of Research Report, Stages in Preparing Research Report, Guidelines for Research Report Writing. Criteria of Good Research Report.	13

**Books recommended:-**

1. W. J. Good-methods in social research
2. Mr. Cohen and nagar- an introduction to logic and scientific methods
3. K. Dasgupta-methodology of e-commerce research
4. A. R. Kothari wishwa prakashan , new delhi.
5. डॉ. सुधीर बोधनकर , डॉ. विवेक अलोनी, श्रीनाथ प्रकाशन धरमपेठ, नागपूर
6. प्रा. रा. ना. घाटोळे,- समाजशात्रीय, संशोधन - तत्वे व पद्धती - श्री. मंगेश प्रकाशन- रामदासपेठ, नागपूर.
7. सी . एम . चौधरी - अनुसंधान प्रविधिया - सबलाईन पब्लिकेशन- जयपूर

