

Ph. D. COURSE WORK
FACULTY OF COMMERCE AND MANAGEMENT
Syllabus for: RESEARCH METHODOLOGY

Subject Code: 700201

Level	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
8.0	700201	RESEARCH METHODOLOGY	2	30	2 Hrs.	50

Course Objectives

1. To develop understanding of scientific research process in Commerce and Management.
2. To equip scholars with skills to design research, collect data, and analyze using statistical tools.
3. To create awareness about research ethics, plagiarism and publication.
4. To prepare scholars for thesis writing and viva-voce.

Course Outcomes:

After completion of this course, Ph.D. scholars will be able to:

CO1: understand the research process, study the review of literature, understand how to identify the research gap and also identify the variables under study.

CO2: get an insight about formulating hypotheses, Select appropriate sampling techniques and research tools for primary and secondary data collection.

CO3: Apply statistical techniques and software like SPSS/Excel for data analysis and interpretation to initiate hypothesis testing

CO4: Prepare research report as per APA/MLA format and understand publication process ethically.

Unit	Contents	No. of periods
Unit-I	FOUNDATIONS OF RESEARCH - 12 Hours* 1.1 Meaning, Objectives and Types of Research: Basic, Applied, Exploratory, Descriptive, Causal research 1.2 Role of ICT in Research 1.3 Research Design & Literature Review 1.4 Variables and Conceptual Framework 1.5 Literature Review: Sources, Process and Writing Review 1.6 Research Problem: Identification, Formulation and Justification 1.7 Research Gap Identification	7
Unit- II	2.1 HYPOTHESIS: Meaning, Types, Formulation 2.2 DATA COLLECTION & SAMPLING : 2.2.1 Sources of Data: Primary and Secondary 2.2.2 Methods of Primary Data Collection: Questionnaire, Survey, Interview, Schedule/ questionnaire, Observation, Case Study 2.2.3 Population, Universe, Sampling: Concept, Sampling Frame, Sampling methods - Probability & Non-Probability 2.2.4 Sample Size Determination based on finite and infinite population	8
Unit-III	DATA ANALYSIS & INTERPRETATION - 3.1 Data Processing: Editing, Coding, Tabulation 3..2 Statistical Tools for Commerce and Management Research: 3.2.1 - Measures of Central Tendency & Dispersion 3.2.2 - Correlation & Regression 3.2.3- Hypothesis Testing: t-test, z-test, F-TEST Chi-Square, ANOVA 3.2.4 - Multivariate Techniques: Factor Analysis, Regression, SEM - Introduction 3.3 Use of Software: MS-Excel, SPSS, R - Basics 3.4 Interpretation of Results and Findings	7

Unit-IV	RESEARCH REPORT WRITING & PUBLICATION - 10 Hours* 4.1 Structure of Research Report and Thesis Writing 4.2 Referencing Styles: APA, MLA, Chicago 4.3 Research Paper Writing for Journals: Structure and Process 4.4 Ethics in Research: Plagiarism, Data Fabrication, Copyright, UGC Regulations 4.5 Patent, IPR and Commercialization of Research	8
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References:

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2. C. H. Chaudhary: Research Methodology, RBSA Publication.
3. C.R. Kothari Research Methodology: Methods and Techniques, New Age Pub. New Delhi
4. Goode, I and Hatt P.J.: Methods in Social Research, New York, McGraw Hill.
5. Gupta S.C: Fundamentals of Statistics, Himalaya Publication House, Bombay
6. Henry C. Lucas, Jr. (2000) – Information Technology For Management, Tata McGraw-Hill Publishing Company Ltd., 7 West Patel Nagar, New Delhi – 110 008.
7. Kothari, C.R. (2008), 'Research Methodology – Methods & Techniques', News Age International Publishers, 4835/24, Ansari Road, Daryaganj, New Delhi- 110002.
8. Dr. Sonal.S. Chandak & Dr. Jayant kumar D. Gupta: Research Methodology MCQs, Shri Balaji Prakashan, Nagpur
9. Krishnaswamy K.N., Sivakumar: Appa Iyer & Mathiranjani M (2006): Management Research Methodology, Integration for Principles, methods & Techniques, Pearson Education, New Delhi.
10. Thakur, Devendra (2000): Research 'Methodology in Social Sciences', Deep & Deep Publication Pvt. Ltd., F-159, Rajouri Garden, New Delhi – 110 027.
11. William G. Zikmund, Business Research Methods, Orlando Dryden Press.
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