

PROGRAM	Bachelors Of Commerce / Bachelors Of Commerce(Hons)
SEMESTER	V
COURSE TITLE	Research Methodology
COURSE CODE	04BC0501
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Understand the basics of research, types of research, research process and its ethical dimensions.
- Design the basic framework of research process, research designs, its techniques as well as sampling methods.
- Integrate and Apply knowledge on measurement & scaling techniques associated with framing of questionnaire.
- Formulate different hypothesis and practice its testing methods in business decision making process.
- Appraise various sources of information for literature review and writing reports.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Business Research Business Research Methods : Introduction, Basic Research, Applied Research, Business Research Methods, Business Research Process Design(10-Steps)	12
II	Research Process Introduction to Qualitative and Quantitative Research, Sampling Design – Census and Sample survey, Characteristics of good sample design, Sampling Methods – Random sampling (Simple Random Sampling, Stratified Random Sampling,	06

	Systematic Sampling , Cluster Sampling) and Non-random Sampling (Convenience, Judgemental, Quota Sampling, Snowball), Sampling and Non-Sampling Errors.	
III	Data Collection, Measurement and Scaling Data collection methods – Primary and Secondary Data , Measurement in Research, Measurement Scale, Meaning of Scaling, Scaling Techniques and their construction , Questionnaire Design.	12
IV	Testing of Hypothesis Formulation and statement of hypothesis, confidence interval, Type-I error, Type-II error, one-tailed & two tailed tests , Testing of hypothesis(z-test & t-test for single population)	12
V	Preparing Reports Technical and Academic Report Writing, Significance of Report writing, Layout of Research Report, Precaution for writing Research Report and Conclusion.	06

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Naval Bajpai	Business Research Methods	Pearson	2/E, 2017
T-02	C.R.Kothari and Gaurav Garg	Research Methodology: Methods And Techniques	New Age International	3/E, 2014

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Deepak Chawla & Neena Sodhi	Research Methodology, Concepts And Cases	Vikas Publication	2/E,2016
R-02	Cooper and Schindler	Business Research Methods	Mcgraw-Hill Publication	12/E,2014
R-03	D.K. Bhattacharya	Research Methodology	Excel Books	2/E,2006