



North Maharashtra University, Jalgaon

(NACC Accredited 'B' Grade University)

COMMERCE & MANAGEMENT FACULTY

New Syllabus: M.Com (w.e.f. June - 2011)

SEMESTER: I Compulsory Paper

Paper 103 Research Methodology in Commerce & Management

Semester Pattern: External Marks 60 + Internal Marks 40 = Maximum Total marks: 100 lectures: 48

Objective:

- Enable student to know the basic concepts, principles, and techniques of research
- Students will be able to select appropriate methodologies for use of Research.
- Student Acquire basic skills in the analysis and interpretation of research data.
- Students will be able to identify and critique articles based on different research methods.
- Students will be able to write an effect research proposal/Report

Research Methodology

- 1.1. Meaning, nature and practical importance of research in commerce & management (05)
1.2. Scope of research

1.

- 1.3. The research process
1.4. The Research proposal
1.5. Ethics in research
1.6. Literature Survey

2. Research Design

(08)

- 2.1. Meaning & Need for Research Design
2.2. Feature of Good Research Design
2.3. Types of Research Design : Exploratory/ Formulative, Descriptive/ Diagnostic & Hypothesis Testing/Experimental Research design
2.4. Validity & Reliability In Research

3. Sampling Terminology

(05)

- 3.1. Sampling Terminology, Steps in Sampling Design, Criterion of selecting sampling procedure
3.2. Sampling Methods
3.2.1. Probability Sampling: Simple random, Systematic, Stratified, Cluster, Area, Multi-stage, Proportional, Sequential sampling.
3.2.2. Non-probability Sampling: Convenience, Quota, Snowball, Judgment

4. Data Collection

(12)

4.1. Data Collection

- 4.1.1. Types & Sources of Data: Primary & Secondary
4.1.2. Methods of Data Collection: Observation, Interview, Questionnaire, Schedule & Survey Method
4.1.3. Guidelines for Constructing Questionnaire/ Schedule, Choice of Questions

4.2. Measurement & Scaling Technique

4.2.1. Tests of Sound Measurement: Validity, Reliability, Practicality

4.2.2. Scaling: Meaning, Classification bases.

4.2.3. Scaling Techniques: Rating Scales, Ranking Scales.

5. Data Analysis

5.1 Correlation Analysis

5.2 Regression

5.3 ANOVA

5.4 Statistical Test : t & z test

(06)

6. Testing of Hypotheses

(07)

6.1. Hypothesis: Meaning, Sources, Importance & Types of Hypothesis

6.2. Criterion of Good Hypothesis

6.3. Procedure for Hypotheses Testing

6.4. Flow Diagram for Hypotheses Testing

6.5. Level of Significance

7. Interpretation & Report Writing

(05)

7.1. Interpretation: Meaning, Techniques, Precautions

7.2. Organisation Report Writing

7.2.1. Writing a good report, Critical elements of a report,

7.2.2. Steps, Layout of the Research Report

7.2.3. Types of Research Reports

REFERENCEBOOKS:

1. Business Research Methodology – Shrivastav- TMH
2. Research Methodology (Methods & Techniques) – C.R.Kothari - Wiley Eastern Ltd
3. Business Research Methodology – J.K. Sachdeva- Himalaya Publishing House
4. Business Research Method – cooper - TMH
5. Business Research Methods- 7 ed. – William G. Zikmund – Cengage Learning
6. Methodology in Commerce & Management -Dr.A.N.Chaudhari Atharva Publications Research
7. Research Methodology – A.B. Rao - Excel Books
8. Management Research Methodology – Krishnaswamy, Sivakumar, Mathirajan – Pearson Education
9. Methodology And Techniques Of Social Research- Wilkinson & Bhandarkar- Himalaya Publishing House
10. Business Research Methods- Murthy, Bhojanna- Excel Books
11. Doing Data Analysis with SPSS by Carver, Nash – BROOKS/COLE Cengage Learning
12. Business Research Methods- Donald R. Cooper, Pamela S. Schindler- 8/e - Tata McGraw-Hill Co. Ltd.
13. A Research Methodology – Smarth & Siriya – S. Chand & Company Ltd.