UNIVERSITY OF MUMBAI

NAAC ACCREDITED

SYLLABUS

Programme - M.COM (Sem – III & IV)

Course - RESEARCH METHODOLOGY IN COMMERCE

I & II (Compulsory Course)

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014
Course Objectives

1. To understand Research and Research Process
2. To acquaint students with identifying problems for research and develop research strategies
3. To familiarize students with the techniques of data collection, analysis of data and interpretation

Module I - Introduction to Research (10 Lectures)

1. Meaning, Characteristics of Research
2. Need of Research in Business and Social Sciences
3. Objectives of Research
4. Types of Research:
   a. Basic Research
   b. Applied Research
   c. Descriptive Research
   d. Analytical Research
   e. Empirical Research
5. Issues and Problems in Research

Module II - Research Methodology (10 Lectures)

1. Meaning of Research Methodology
2. Stages in Scientific Research Process
   a. Identification and Selection of Research Problem
   b. Formulation of Research Problem
   c. Review of Literature
   d. Formulation of Hypothesis
   e. Formulation of research Design
   f. Sample Design
   g. Data Collection
   h. Data Analysis
i. Hypothesis testing and Interpretation of Data
j. Preparation of Research Report

**Module III - Research Design and Sample Design (08 Lectures)**

1. Research Design – Meaning, Types and Significance
2. Sample Design – Meaning and Significance
   
   Essentials of a good sampling
   
   Stages in Sample design
   
   Sampling methods/techniques
   
   Sampling Errors

**Module IV - Methods and Techniques of Data Collection (12 Lectures)**

1. Types of Data
   
   a. Primary Data – Meaning, Significance and Limitations
   
   b. Secondary Data – Meaning, Significance and Limitations
2. Collection of Primary Data-
   
   Observation method, Survey through Questionnaire, Interview Technique
3. Collection of Secondary Data
4. Factors influencing choice of method of data collection
5. Designing of a questionnaire –
   
   Meaning, types of questionnaire, Stages in questionnaire designing,
   
   Essentials of a good questionnaire.
Evaluation System

Semester-III

A  Internal Assessment – 40% 40 Marks
Project 40 Marks  Allocation of 40 marks is as under

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<td>c. Viva and Interaction</td>
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B  Semester End Examinations – 60% 60 Marks

I. Duration  – These examinations shall be of 2 Hours duration.

II. Question Paper Pattern

1) There shall be four questions each of 15 marks.
2) All questions shall be compulsory with internal choice within the questions.
3) Question may be subdivided into sub-questions A and B the allocation of marks depends on the weightage of the topic.

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<th>MARKS: 60</th>
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Module I - Data Processing and Statistical Analysis (10 Lectures)

1. Meaning, Significance and problems in data processing
2. Stages in data processing:
   a. Editing
   b. Coding
   c. Classification
   d. Tabulation
   e. Graphic Presentation
3. Statistical Analysis - Tools & Techniques
   a. Measures of Central Tendency
   b. Correlation Analysis
   c. Regression Analysis
   d. Dispersion Analysis

Module II- Hypothesis Testing & Interpretation of Data (10 Lectures)

1. Testing of Hypothesis
   a. Steps in Hypothesis Testing
   b. Procedure for Testing Hypothesis
   c. Types of Hypothesis Testing –
      Parametric – t,f,z
      Non-Parametric-Chi square, ANOVA
2. Interpretation of Data-
   Meaning, Significance and Precautions in data interpretation
Module III - Research Report (10 Lectures)

1. Meaning and Importance of research report writing
   a. Essentials of a good Research Report
   b. Structure/ layout of Research Report
   c. Types of Research Report
   d. Steps in research report writing
   e. Footnotes and Bibliography

2. References and Citation methods-
   a. APA (American Psychological Association)
   b. MLA (Modern Language Association)
   c. CMS (Chicago Manual Style)

Module IV - Ethics and Modern practices in Research (10 Lectures)

1. Ethical Norms in Research

2. Ethical Issues in Research – Plagiarism

3. Role of Computer in Research
   a. Data sheet preparation – coding
   b. Application of Statistical software – Excel and Mega stat
   c. Introduction to SPSS, creating data Sheet using SPSS
   d. Case analysis using SPSS
Evaluation System

Semester-IV

A

Internal Assessment – 40% 40 Marks

Project 40 Marks

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B)
C)

Q. 3 Attempt Any Two: From Module-III (15)

A)
B)
C)

Q. 4 Attempt Any Two: From Module-IV (15)

A)
B)
C)
References

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
4. Research Methodology, Methods and Techniques by C.R Kothari
5. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
7. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
8. SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
15. Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E