Course Code	Course Name	Credits
26CM555	BASIC RESEARCH METHODOLOGY IN COMMERCE	04

Course Objectives

- To develop and understanding of the basic framework of the research process and various research designs and techniques.
- To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further.
- To identify the various sources of information for literature review and data collection.
- To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis.
- To write research reports and research proposal.

Learning Outcomes

Upon successful completion of this course it is intended that a student will be able to:

- Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.
- Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business / Industry.
- Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization.
- Write the research report and research proposal.

Unit 1 - Design of Research &Types, Process **(12 Hrs.)**

Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research –Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation – Research Questions – Hypothesis Testing Procedure – Formulation of Research Problem – Practical Exercises.

Unit 2 - Research Design & Sampling **(12 Hrs.)**

Meaning, Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling –Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample - Sampling and non-sampling errors – Preparing Research Design – Practical Exercises

Unit 3 - Sources and Collection of Data **(12 Hrs.)**

Primary and Secondary data –Observation: Types and Techniques – Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques and Measurement Metrics: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study – Questionnaire Preparation – Practical Exercises.

Unit 4 – Processing of Data **(12 Hrs.)**

Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis: Simple, Partial and Multiple – Understanding Multiple Regression Computer worked Results- Association of Attributes- Application of Measures of dispersion and measures of relationship in social science research – practical exercises and group discussion.

Unit 5 - Hypothesis testing and Report Writing **(12 Hrs.)**

Parametric tests: Testing for Means – One and Two Populations – One Way and Two Way ANOVA – Testing of Proportions: One and Two Populations – Chi-square Test - Non-parametric tests: Sign test and Mann Whitney test-Test Result Interpretation Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay-out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions- Preparation of Research Report – Practical Exercises – Discussion on Earlier Research Reports

Reference Books:

1. John W Best & James V. Kahn, Research in Education, Allyn and Bacon, 2009
2. Pauline V Young, Scientific Social Surveys and Research, Prentice-Hall, 1966
3. Wiliam G. Zikmund, Barry J Babin, et al., Business Research Methods (with Qualtrics Printed Access Card), 9e, Cengage Learning, 2012.
4. Wilkinson and Bhandarkar, Methods and Techniques of Social Research, 2003, HPH.
5. William J. Goode & Paul K. Hatt, Methods of Social Research, McGraw Hill, 1981

Websites and eLearning Sources:

1. https://www.youtube.com/watch?v=0B1mCAZeZfQ
2. https://www.youtube.com/watch?v=Zq0tH4iaAZ4
3. https://www.youtube.com/watch?v=Ebd5kZ5spaE
4. https://www.youtube.com/watch?v=wcs-wlkTJlc
5. https://www.youtube.com/watch?v=fEYs4u9DuT
6. https://www.youtube.com/watch?v=0B1mCAZeZfQ

COs and Bloom's Taxonomy Mapping – 26CM555		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.	K2, K4
CO2	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.	K3, K4
CO3	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business / Industry.	K2, K5
CO4	Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization.	K3, K5
CO5	Write the research report and research proposal.	K5 & K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM555													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	2	3	2	2	3	2	3	2	3	3	2	2.5
CO2	3	2	2	3	2	2	2	3	3	3	2	2	2.41
CO3	3	2	2	3	2	3	2	3	3	3	3	3	2.66
CO4	3	3	3	2	2	2	3	3	3	2	2	3	2.58
CO5	3	2	3	2	3	3	2	3	2	3	3	3	2.66
												Total	2.56

Mean Score: 3- High, 2- Medium/Moderate, 1-Low