

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

Credit Based Semester & Grading System (CBSGS) w.e.f the Academic year 2014-15

M.Com. II

Semester III

RESEARCH METHODOLOGY IN COMMERCE - I

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**

a. Documentation	20 marks
b. Presentation	10 marks
c. Viva and Interaction	10 marks

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.

MARKS: 60 **TIMES: 2 HRS.**

Note: 1) **All the questions are COMPULSORY.**
2) Figures to the right indicate full marks.

Q. 1 A) Module-I (15)

OR

 B) Module-I (15)

Q. 2 Attempt **Any Two**: From Module-II (15)

 A)

 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)

M.Com. II

Semester IV

RESEARCH METHODOLOGY IN COMMERCE - II

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 Allocation of 40 marks is as under

a. Documentation	20 marks
b. Presentation	10 marks
c. Viva and Interaction	10 marks

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.

MARKS: 60 **TIMES: 2 HRS.**

- Note: 1) **All the questions are COMPULSORY.**
2) Figures to the right indicate full marks.
- Q. 1 A) Module-I (15)
OR
B) Module-I (15)
- Q. 2 Attempt **Any Two**: From Module-II (15)
A)
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
3. Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
4. Research Methodology, Methods and Techniques by C.R Kothari
5. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
6. Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
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
9. Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
10. Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
11. Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc
12. Business Research Methods, Emary C.Willima, Richard D. Irwin In. Homewood
13. Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York
14. Research and Methodology in Accounting and Financial Management, J.K Courtis
15. Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E