B.Com.: Semester-IV
BCR404: RESEARCH METHODOLOGY

Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

Course Learning Outcomes

After completing the course, the student shall be able to:
- CO1: knowledge of concept / fundamentals for different types of research.
- CO2: understand relevant scaling & measurement techniques and should use appropriate sampling techniques.
- CO3: synthesize different techniques of coding, editing, tabulation and analysis in doing research.
- CO4: evaluate statistical analysis that includes various parametric test and non-parametric test.
- CO5: apply relevant research techniques.
- CO6: to apply the hypothesis testing concept and able to apply inferential statistics Z, T, F test, Chi–square test.

Unit I
Introduction: Meaning of Research, Objectives of Research, Types of Research, Significance of Research, Research methods versus methodology, Research process, Criteria of Good Research, Problems encountered by Researchers.
Unit II
Meaning of Research design: Features of a Good Research design, Different research design (Exploratory, descriptive and causal), Measurement scales: Nominal, Ordinal, Interval and ratio; Likert scale.
Unit III
Sampling Design: Census and Sample Survey, Steps in Sample design, non-probability and Probability sampling designs (Sample random, Stratified random, Systematic, Cluster sampling), Determination of Sample size. Primary versus Secondary data, Methods of data Collection: Primary and secondary data.
Unit IV
Measures of Central tendency: Measures of dispersion. Correlation and Regression, Association of Attributes, Hypothesis Testing-Hypothesis Formulation, Null and alternative hypotheses, Types of errors, Level of significance, Tests based on Z, Chi–square, t and F- statistics.

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Unit V

Data Presentation: Diagrams, Graphs and Charts, Report Writing-Significances of Report Writing, Different steps in writing report, types and layout of the research report.

Suggested Readings

- Research Methodology, Kothari, C.R, 2nd Edition, New Age International Publishers.
- Business Research Methods, Zikmund, William·G, Thomson Learning.
- Panneerselvam, R.: Research Methods, Prentice-Hall of India Private Limited, New Delhi.

Note: Latest edition of readings may be used.

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