

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Research Methodology P- I & II

Name of the Course: M.Com. I (Sem.– I & II)

(Syllabus to be implemented from w.e.f. June 2020)

Course Objectives:

- 1) To understand the importance of research in commerce.
- 2) To Know the various research methods.
- 3) To prepare the researchers to collect, classify, interpret, tabulate and represent the data and information.
- 4) To develop the skill of writing of research report.
- 5) To develop ethical practices in Research

Course Outcomes

On completion of this course, the students will be able to

- CO1. Students will familiar with the complete knowledge of Research
- CO2. Students will understand the ethical issues in research process.
- CO3. Students will undertake research work independently
- CO4. Students will prepare their research project.
- CO5. To draft effective business research proposals

Unit	Details	lectures
1	<ul style="list-style-type: none">• Research: an integral part of your practice Research: a way to gather evidence for your practice Applications of research• Research: what does it mean?• The research process: characteristics and requirements• Methods of research• Types of research• Types of research: application perspective• Types of research: objectives perspective• Types of research: mode of enquiry perspective• Paradigms of research	10
2	<ul style="list-style-type: none">• The research process: a quick glance• The research process: an eight-step model• Phase I: deciding what to research• Step I: formulating a research problem• Phase II: planning a research study• Step II: conceptualising a research design• Step III: constructing an instrument for data collection• Step IV: selecting a sample• Step V: writing a research proposal	15

	<ul style="list-style-type: none"> • Phase III: conducting a research study • Step VI: collecting data • Step VII: processing and displaying data • Step VIII: writing a research report Summary 	
3	<ul style="list-style-type: none"> • Formulating a research problem • The research problem • The importance of formulating a research problem • Sources of research problems • Considerations in selecting a research problem • Steps in formulating a research problem • The formulation of research objectives • The study population • Establishing operational definitions • Formulating a research problem in qualitative research Summary • Identifying variables • What is a variable? • The difference between a concept and a variable Converting concepts into variables • Types of variable • From the viewpoint of causal relationship From the viewpoint of the study design • From the viewpoint of the unit of measurement • Types of measurement scale • The nominal or classificatory scale The ordinal or ranking scale • The interval scale The ratio scale Summary 	15
4	<p>A. Constructing hypotheses –</p> <ul style="list-style-type: none"> • The definition of a hypothesis • The functions of a hypothesis • The testing of a hypothesis • The characteristics of a hypothesis • Types of hypothesis • Errors in testing a hypothesis • Hypotheses in qualitative research 	20

	<p>B. Selecting a sample</p> <ul style="list-style-type: none"> • The differences between sampling in quantitative and qualitative research • Sampling in quantitative research • The concept of sampling Sampling terminology Principles of sampling • Factors affecting the inferences drawn from a sample • Aims in selecting a sample • Types of sampling • Non-random/non-probability sampling designs in quantitative research • Systematic sampling design: a ‘mixed’ design • The calculation of sample size • Sampling in qualitative research 	
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**RESEARCH METHODOLOGY PAPER –II
SEMESTER II**

1	<ul style="list-style-type: none"> • The research design • What is a research design? • The functions of a research design • The theory of causality and the research design Summary • Differences between quantitative and qualitative study designs • Study designs in quantitative research • Study designs based on the nature of the investigation • Other designs commonly used in quantitative research • The cross-over comparative experimental design • Study designs in qualitative research • Other commonly used philosophy-guided designs 	15
2	<ul style="list-style-type: none"> • Selecting a method of data collection • Differences in the methods of data collection in quantitative and qualitative research • Major approaches to information gathering Collecting data using primary sources and secondary sources • Observation • The interview 	15

	<ul style="list-style-type: none"> • Prerequisites for data collection • Methods of data collection in qualitative research • Constructing a research instrument in qualitative research Collecting data using secondary sources • Problems with using data from secondary sources 	
3	<ul style="list-style-type: none"> • Processing of data Part one: Data processing in quantitative studies Editing Coding Part two: Data processing in qualitative studies • Content analysis in qualitative research – an example • The role of statistics in research • Importance of computer in Research • Data analysis and Interpretation –types 	15
4	<ul style="list-style-type: none"> • How to write a research proposal • The research proposal in quantitative and qualitative research • Contents of a research proposal • Contents of Research project • Writing a research report Developing an outline • Preamble/introduction • The problem Objectives of the study • Hypotheses to be tested Study design • The setting Measurement procedures • Ethical issues • Structure of the report Problems and limitations • Characteristics of good research report • Ethical issues in data collection • Ethics: the concept Stakeholders inresearch • Ethical issues to consider concerning research participants • The possibility of causing harm to participants Maintaining confidentiality • Ethical issues to consider relating to the researcher • Ethical issues regarding the sponsoring organization • Restrictions imposed by the sponsoring organization 	15
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