

Programme..Master of Commerce (MCom)

MCM5006 BUSINESS RESEARCH METHODOLOGY

Course Code	MCM5006	Semester	II
Course Title	BUSINESS RESEARCH METHODOLOGY		
Credits	3	Type	Elective

Learning/Course Objective

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement.

Course Structure

Unit 1 :

Types, Process & Design of Research: 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.

Unit 2 :

Research design & Sampling: 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 sample size- Sampling and non-sampling errors.

Unit 3:

Sources and Collection of Data: 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.

Unit 4:

Processing of Data: 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-

Unit 5 :

Hypothesis testing and Report Writing: 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

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reports –Steps involved in drafting reports – Fundamentals and 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- Inputs for Stylish Report Writing.

Learning/Course Outcome

- Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- 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 utilised in the service industries
- Students should be able to identify the overall process of designing a research study from its inception to its report.

Books for Reference

1. B. Burns & A. Burns, Business Research Methods and Statistics Using SPSS, Sage Publications, 2009.
2. Krishnaswami&Ranganatham, Research Methodology in Social Sciences, HPH,Mumbai, 2014.
3. Carl McDaniel and Roger Gates –Marketing Research Essentials, John Wiley and Sons, 2016.