Programme	**: M. Com**	
Course Code	**: COC 214**	Title of the Course: **Research Methodology.**
Number of Credits	**: 4**	
Effective from AY	**: 2018-19**	

Prerequisites:	Students have studied B. Com and basic understanding of Statistics.	
Need, Description, and Objectives	Decision making in the present globalized scenario is so complex that the success depends on understanding of the role and important of past data / information. This requires careful identification of the problem / issue which the researcher feels needs to find a solution. The success of identifying the problem / issue to be resolved depends on understanding the role and importance of past data / information. Course on research methodology enables a researcher to identify various sources of past data for the purpose of analysing the same for getting complete clarity about the present status of the situation / problem under study. This is technically termed as identification of research gap. Hence the course on research methodology equips a researcher to carry out a successful research in order to make a calculated decision. The focus of the course also ensures that the research ethics are known to the researchers. The course provides the researchers an overall idea about what is research, different categories of research activities that can be carried out, steps to be followed for successfully completing a research work, role and importance of literature review, basics of data identification, data collection and statistical data analysis. Preparation of research reports are also to be learned to make the result of the research reaching wider audience. The goal is to help a solid theoretical background in research methodology, understand various statistical tools available, the ability to implement the techniques and to critique empirical studies based on psychometric as well as econometric data. This course is designed to motivate the students to understand the significance of carrying out research, how the research gap can be identified based on extensive literature review, preparing a content analysis, then identifying source of data, collection of data, and finally analysis of data using various statistical techniques starting from reliability/normality testing, organising, describing, relationship and prediction, and testing the significance using uni-Variate, bi-Variate, and multi-Variate data sets. Students are also familiarized with intellectual honesty and ethics while preparing a research report.	
Content:	**UNIT 1: Introduction to Research Methodology.** Meaning and importance of research – Steps in the process of research – Types and methods of research – Types of Research Reports – Components of Research Reports – Intellectual Honesty and Ethics (Plagiarism – Cheating – Fabrication and Falsification – Multiple Submission – Misuse of Academic Materials – Complicity in Academic Dishonesty). **UNIT 2: Literature Review & Research Design** Meaning and importance of literature review – Content Analysis (Identification of Research Gap – Understanding basics of Data Management – Selection of Data Analytical Tools) – Developing Research Questions, Objectives, and Hypothesis formulation. **UNIT 3: Introduction to Data Management** Meaning and Importance of Population and Sample – Sample Size – Sources	10 hours 10 hours 10 hours

	of Data (Primary Vs Secondary) – Methods of Data Collection (Primary as well as Secondary) – Online and Offline Data (Secondary as well as Primary) – Attitude Measurement and Scaling – Use of Questionnaire in Primary data collection – Pilot Vs Final Survey – Data Coding – Data Validation and Reliability –Data Mining. **UNIT 4: Statistical Analysis of Data** Organizing and Summarising the Raw data – Describing the Data (Central Tendency, Dispersion, Skewness, Kurtosis) – Analysing the Relationship and Prediction of Data (Correlation, Regression, and Time Series).[***Includes practical problems***]	18 hours
Pedagogy:	The following methods and forms of study are used in the course: • Lectures, Case studies, Practical's in the class as well as in computer lab. • Self-study (doing home assignments using Excel and other statistical software's, working with psychometric and econometric data, doing research on the web, and also content analysis) • Self-study with literature to know the significance of research in various fields of knowledge.	
Reference / Readings:	1. Chawla, Deepak and Sondhi, Neena. Research Methodology: Concepts and Cases. Vikas Publishing House Private Ltd. 2016 2. Cooper, Donald R and Schindler, Pamela S, Business Research Methods, Tata McGraw Hill. 2016 3. Krishnaswami, O. R and Ranganathan. M. Methodology of Research in Social Sciences. Himalaya Publishing house. 2016 4. Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House. 2017 5. Aizel, Amir D & Sounderpandian, Jayavel. Complete Business Statistics, Tata McGraw Hill. 2016 6. Sachdeva, J. K., Business Research Methodology, Himalaya Publishing House. 2016	
Learning Outcomes:	1. Successfully carryout content analysis and identify (a) existing research gap, (b) source of data and collection of data, and (c) statistical tools for analysing the data. 2. Clearly understanding WHAT is the problem / issue needs to be studied, WHY such study is required, and HOW the study is going to be completed. 3. Frame relevant research questions, objectives, and related hypothesis. 4. Logically identifying the relevant data to be used for analysing various objectives. 5. How to prepare research reports in the most effective way so that the result reaches wider audience. 6. How to ensure intellectual honesty and ethics.	