

MASTER OF COMMERCE - THIRD SEMESTER

BUSINESS RESEARCH METHODS

Code: **HC 3.1**

Contact Hours: 64

Credit Points: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objective: This course provides a comprehensive view of business research methods which enables students to get an insight into the research work and facilitates further research in the area of business.

Pedagogy: Lectures, Assignment, Group Discussion, Case Analysis, etc.

Module 1: **Research:** Introduction, meaning, nature, Objectives, Need and importance of research in business decision making, Types of research, Research process: Criteria of good research, Problems encountered by Researcher in India. Business Research: nature, scope and benefits of research. Ethics in business research

Module 2: **Research Design:** Introduction, Need for Research Design, Features of Good Research Design, Identification of research problem, selecting the problem, Techniques involved in defining a problem, concepts related to research design, different research Designs.

Module 3: **Data collection, Methods and Techniques:** Methods of data collection, Methods of collecting Primary data, Sources of secondary data, Selection of appropriate methods for data collection: Measurement scales, selecting a measurement scale, Rating scales, Scaling techniques, Sampling: Probability and Non-probability Sampling.

Module 4: **Data Analysis:** Data Processing, Editing, Coding, Tabulating: Techniques of data Analysis: ANOVA shortcut method for one-way ANOVA, Coding Method, Two-way ANOVA, ANOCOVA. **Hypothesis:** Sources of Hypothesis, Tests of Significance and Testing of hypothesis; Chi-Square Test.

Module 5: **Preparation of Research Report:** Introduction, meaning of Interpretation, Precautions in Interpretation. Report Writing: Different steps involved in report writing, Layout of the Research Report, Types of Report, Techniques and precautions for writing Research Report.

Recommended Books

1. Donald R Cooper, Pamela S. Schindler, **Business Research Methods**, Tata McGraw Hill Education Private Limited.
2. Mark Saunders, Philip Lewis, Adrian Thornhill, **Research Methods for Business students**.
3. Alan Bryman, Emma Bell, **Business Research Methods**.
4. Joseph.F. Hair, Jr. Mary Wolfinbargercels, Arthur. H.Money, Philippsamouel, Michel.JEssentials of **Business Research Methods**.
5. Pankaj Madam, VageeshPaliwal, Rajul Bhardwaj, **Research Methodology**, Global Vision Publishing House.
6. Bennet Roger, **Management Research**, ILO Publications.
7. C.R. Kothari, **Research Methodology**, New Age International Publications.
8. K.V.Rao, **Research Methodology in Commerce and Management**, Sterling Publications Ltd., New Delhi