



Symbiosis College of Arts and Commerce
(An Autonomous College under Savitribai Phule Pune University)

M. Com.	Semester - II	Subject Code -17C80001
Title of Subject	Business Research Methodology	
Objectives :		
<ol style="list-style-type: none"> 1. To understand the concept and process of business research. 2. To know the use of tools and techniques for various types of business research. 3. To inculcate research culture among students. 4. To be familiar with the use of various computerised research utilities in research. 		
Sr. No.	Contents	Lectures
1	Fundamentals of Research <ol style="list-style-type: none"> 1. Definition, Characteristics of good research, Applications of Research in functional areas of Business, New trends in Business research. 2. Concept of Scientific Enquiry 3. Steps in Scientific Research Process, understanding research gap through literature review 4. Drafting of Abstract and Research Proposal. 	10
2	Research Design: <ol style="list-style-type: none"> 1. Concept and Features of a good Research Design 2. Use of a good Research Design 3. Exploratory Research Design 4. Descriptive Research Designs 5. Experimental Design. 	06
3	Hypothesis, Population and Sampling: <ol style="list-style-type: none"> 1. Hypothesis: Meaning and Qualities of a good Hypothesis – Framing Null Hypothesis and Alternative Hypothesis. 2. Hypothesis Testing – Logic, importance and tools for hypothesis testing (Chi Square Test, 5 point scale) 3. Population and Sampling: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, Sampling errors, Non Sampling Errors, Methods to reduce the errors, Sample Size Constraints, Non Response. 4. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling and Cluster Sampling. 5. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling and Snowballing Sampling Methods. 6. Determining size of the sample - Practical considerations in sampling and sample size. 	14
4	Collection of Data: <ol style="list-style-type: none"> 1. Types of Data: <ol style="list-style-type: none"> a. Primary Data: Definition, Sources, Characteristics, Advantages and disadvantages over secondary data. 	10



	<p>b. Secondary Data: Definition, Sources, Characteristics, Use of web, Issues to be considered for secondary data, sufficiency, adequacy, reliability, consistency.</p> <p>2. Questionnaire Designing</p> <p>3. Interviews</p> <p>4. Observation</p>	
5	<p>Analysis and Interpretation of Data</p> <p>1. Data Analysis : Editing, Coding, Univariate Analysis - Tabular Representation of Data, Frequency Tables, Construction of Frequency Distributions and their Analysis in the Form of Measures of Central Tendency – Mean, Median and Mode; their relative Merits and Demerits.</p> <p>2. Graphical Representation of Data: Appropriate Usage of Bar Charts, Pie Charts, Histogram, Leaf and Stem, Candle Stick, Box Plots.</p> <p>3. Interpretation of Data</p> <p>4. Generalisation of Research Results.</p>	08
6	<p>Writing Skills for Research Reports</p> <p>1. Writing Style and Structure of Report</p> <p>2. Arranging the References</p> <p>3. Bibliography and Webliography</p> <p>4. Plagiarism</p> <p>5. Communication of Research.</p>	06
7	<p>Orientation to Computerised Research Utilities</p> <p>1. MS-Office : Research tools in Word, Excel</p> <p>2. An introduction to SPSS</p> <p>3. Development of questionnaire through Google Doc</p> <p>4. An introduction to Mobile Apps – Mind Mapper, Scholar Droid and HT testing etc.</p> <p><i>(Note: It is suggested that the students will be familiarised with above Computerised Research Utilities majorly through conferences, seminars and workshops to educate them to use computer in Research for-</i></p> <p><i>a. Collection of data.</i></p> <p><i>b. Analysis and presentation of data.</i></p> <p><i>c. Review of the literature.</i></p> <p><i>d. Avoid the plagiarism.</i></p> <p><i>e. Arranging the references.</i></p> <p><i>f. Use of statistical tools.)</i></p>	06
Total		60

❖ **List of resources for Study**

1. References:

- a. Research Methodology by C.R. Kothari, New Age International Publication.
- b. Business Research Methods by William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning, 8th Edition.
- c. Business Research Methods by Naval Bajpai, Pearson, 1st Edition.

2. Journals:

- a. Research Methods in Economics and Business by Roberts, Harry V. Journal of Marketing Research August, 1964, Vol. 1 Issue 3, pp- 88-90.
- b. The Nature, Social Organization and Promotion of Management Research: Towards Policy by David Tranfield and Ken Starkey, British Journal of Management, Vol. 9, 341–353 (1998).

3. Websites:

- a. <http://www.socialresearchmethods.net>.
- b. <http://www.oup.com/uk/orc/bin/9780199202959>.

