SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓	✓							

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓									

Name of Board of Studies	Commerce
Name of the Department	Commerce
Name of Head of Department	Dr.H.M.Soman
Title of the Course	Research Methodology
Course Code	
Type of Course (New / Revised)	New
Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)	
Number of Credits	4
Name of the Faculty	Dr.Nilesh Waghmare
Date of Approval by BoS	June 3rd, 2023
Date of Implementation	June 2023

Course Outcomes
1. Describe the meaning and importance of research in business decision-making
2. Use subject knowledge to select relevant research topic and formulate the research problem
3. Collect, process, analyse, interpret data and communicate the research study outcomes properly.

DETAILS OF SYLLABUS		
UNIT NUMBER	**DETAILS**	**NUMBER OF LECTURES**
1	**An Introduction to Research** 1.1 Research: Meaning, Definition, Objectives, Process. 1.2 Research and Business Decision-making	05
2	**Research Problem and Research Design** 2.1 Research Topic: Process and Factors to be considered. 2.2 Literature Review: Meaning, Importance, Methodology, Writing Style and Use of **Technology - Metadata, Bibliometrics.** 2.3 Research Problem: Meaning, Definition, Formulating Research Problem. 2.4 Research Proposal: Writing Research Objectives and Hypotheses, Information Needs. 2.5 Research Design: Meaning, Definition, Types of Research Design in Social Science Research.	10
3	**Sampling Design** 3.1 Population and Sample: Meaning and Definition. 3.2 Sampling Design: Meaning, Importance, Characteristics of an Ideal Sample, Steps of Sampling Design, Characteristics of Good Sampling Design, Different Types of Sampling. 3.3 Constraints in Sampling and Determining Ideal Sample Size.	10
4	**Measurement and Scaling Technique** 4.1 Measurement: Meaning, Definition, Tools of Sound Measurement, Techniques of Developing Measurement Tools. 4.2 Scaling Technique: Meaning and Important Scaling Techniques.	10
5.	**Data Collection, Processing and Analysis** 5.1 Data Collection - Primary Data and Its Sources - Interview, Observation, Case Study and Questionnaire and Secondary Data. Precautions to be taken in selecting sources and collecting data. 5.2 Data Processing – Editing, Coding, Classification and Tabulation. 5.3 Data Analysis - Measure for Central Tendency, Dispersion, Correlation and Regression Analysis, Time Series and Index Number. Data Analysis by Using SPSS and AMOS. 5.4 Data Interpretation: Meaning and Analysis of Data Vs. Interpretation of Data. 5.5 Hypothesis Testing – Meaning, Importance and Use of Statistical Tools – Chi-Square Test, T Test, Z Test and their suitability.	10
6.	**Findings / Suggestions / Conclusion of Research Study** 6.1 Findings/Observations. 6.2 Suggestions. 6.3 Limitations of the Research. 6.4 Scope for Further Research. 6.5 Overall Research Conclusion. 6.6 Communication and Generalization of Research Results.	10

7.	**Research Report Writing Mechanism** 7.1 Academic Writing Style and Structure of Research Report. 7.2 Precaution to be taken in Writing Ideal Research Report and Paper for Publications in Journal. 7.3 Arranging the References: Bibliography and Webliography – Meaning, Coverage and Writing Style. 7.4 Plagiarism: Meaning and Definition, Introduction of Various Plagiarism Software's.	05
5	Assignments	
Reference List		

1   Cooper, D. R. & Schindler, P. S. (2003). Business Research Methods. Boston, Mass.: McGraw-Hill/Irwin Unit(s): I - V

2   Greene, W. H. (2017). Econometric Analysis. Pearson Pvt. Limited Unit(s): III and V

3   Wooldridge, J. M. (2001). Econometric Analysis of Cross Section and Panel Data. MIT Press, USA. Unit(s): III, and V

4   Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin (2013). Business Research Methods. Cengage Learning limited Unit(s): I, II, III, IV and V

5   B.L. Kothari, Research Methodology-Tools and Techniques, ABD Publishers, Jaipur

Principal
Symbiosis College of
Arts & Commerce, Pune-4.

Name and Sign of Head

Examination Pattern

Total marks- 100

Internal – 50 marks

External- 50 marks

Format of the Question Paper

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers