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

Course Title	Research Methodology
Paper Number (In case of Specialization)	ACCA - HONOURS

Objectives:
1. To understand the concept of Social Science Research.
2. To study the many Steps, Tools and Techniques used in Social Science Research Process.
3. To make familiar with the Use of Technology in Social Science Research.

Learning Outcomes:
After studying this Paper, Students will be able to;
1. Select relevant research topic and formulate the research problem scientifically.
2. Use subject knowledge more precisely in smooth conduct of scientific research work.
3. Use technology smartly to collect, process analyze, interpret data and communicate research study outcomes.

Gist of this Course: This course aims at studying and understanding the scientific research methodology and learning the human role of enquiry for the purpose of analyzing issues faced by communities and individuals as well as offering creative and indigenous solutions.

Unit	Contents of the Course	No. of Lectures

1	**<u>Introduction to Research Methodology</u>**
	1.1 Introduction to Research Methodology
	    1.1.1 Meaning, Definition, Characteristics and Objectives of Research.
	    1.1.2 Use of Research in Business Decisions.
	    1.1.3 Introduction to Steps in Scientific Research Methodology.
		06

2	**<u>Selection of Research Topic and Review of Literature</u>**
	2.1 Selection of Topic and Formulation of Research Problem
	    2.1.1 Works to be done by Researcher.
	    2.1.2 Factors to be considered.
	2.2 Review of Literature
	    2.2.1 Meaning and Importance of Review of Literature.
	    2.2.2 Review of Literature – When, What and How?
	    2.2.3 Style of Writing Review of Literature.
	    2.2.4 Ethics in Review of Literature – Plagiarism.
	    2.2.5 Use of Technology in Review of Literature.
	2.3 Pilot Survey.
	2.4 Finalisation of Topic and Drafting of Research Proposal.
		08

3	**<u>Research Design</u>** **3.1** Introduction, Meaning, Definition and Features. **3.2** Importance of Research Design **3.3** Elements of Ideal Research Design	**04**

	3.4 Types of Research Design.	

4	**Formulation of Hypothesis and Design of Sampling**
	4.1 Hypothesis:
	    4.1.1 Meaning and Importance.
	    4.1.2 Qualities of a Good Hypothesis.
	    4.1.3 Types of Hypothesis.
	    4.1.4 Variables.
	4.2 Population and Sample:
	    4.2.1 Meaning and Definition of Universe and Sample.
	    4.2.2 Characteristics of an Ideal Sample.
	4.3 Sampling:
	    4.3.1 Meaning and Importance.
	    4.3.2 Types of Sampling - Probability and Non-Probability Sampling
	4.4 Constraints in Sampling and Determining Ideal Sample Size.
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5	**Collection, Process, Analysis and Interpretation of Data**
	5.1 Data and Its Collection
	    5.1.1 Meaning and Types of Data.
	    5.1.2 Various Sources of Primary and Secondary Data.
	    5.1.3 Questionnaire, Interview, Case Study and Observation.
	5.2 Processing of Data
	    5.2.1 Meaning and Importance.
	    5.2.2 Editing, Coding, Classification and Tabulation etc.
	5.3 Analysis and Interpretation of Data
	    5.3.1 Meaning and Importance
	    5.3.2 Types of Analysis – Univariate Analysis and Bivariate Analysis.
	    5.3.3 Graphical Presentation of Analytical Data.
	5.4 Interpretation of Data
	    5.4.1 Meaning and Importance.
	    5.4.2 Difference between Analysis of Data and Interpretation of Data.
	5.5 Testing of Hypothesis
	    5.5.1 Meaning and Importance.
	    5.5.2 Logical Steps.
	    5.5.3 Introduction to Statistical Tools - Measures of Central Tendency and Dispersion, Correlation and Linear Regression Analysis etc.
		14

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** Conclusion. **6.6** Communication and Generalization of Research Results.	**03**
7	**Writing Mechanism of Research Report** **7.1** Writing Style and Structure of Research Report. **7.2** Bibliography and Bibliography – Meaning, Coverage and Writing Style.	**06**

8	**Introduction to Technological Tools used in Research Process**
	8.1 Introduction to
	    8.1.1 MS-Office: Research Tools in Word, Excel, Analysis Tool Pack, PPT etc.
	    8.1.2 Software: SPSS, Turn-It-In, Dupli Checker, Mind Mapper etc.
		03

	8.1.3 Google Suit: Google Doc, Google Form, Google Scholar etc. **8.1.4 Mobile Apps:** Scholar Droid and HT Analysis etc. **8.2** Precautions to be taken.	
Total Number of Lectures		**54**
Teaching Methodology	**1.** Lectures. **2.** Guest Lectures. **3.** Workshops.	
Projects/Field Work as part of Continuous Assessment (Research Paper) and Short Research Projects in Costing, Accounting and Finance: Costing of a Hospital/Hotel/Hostel/Small Shopkeeper/Service Organization.		Yes
Internship for Students if any:		No

Suggested Print Resources:

1. Research Methodology by C.R. Kothari, New Age International Publication.
2. Business Research Methods by William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning, 8th Edition.
3. Business Research Methods by Naval Bajpai, Pearson, 1st Edition.
4. Chawla, Deepak and Neena Sondhi, Research Methodology: Concept and Cases, Vikas Publications.
5. Mark, N.K. Saunders and Philips Lewis, Research Methods for Business Students, 5th ed., Pearson Publishers.
6. Zikmund, W.G., Business Research Methods, 6th edition, 2000, USA, South Western Thomson Learning.
7. Emory, C. William, Business Research Methods, 3rd edition, 1985, Homewood, Richard D. Irwin.
8. Research Methodology with SPSS by Rao and Tyagi, Shree Niwas publications.
9. Research Methods in Economics and Business by Roberts, Harry V. Journal of Marketing Research August, 1964, Vol. 1 Issue 3, pp.- 88-90.
10. 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).

Suggested Web Sources:

1. www.socialresearchmethods.net
2. shodhganga.inflibnet.ac.in
3. shodhgangotri.inflibnet.ac.in