



Symbiosis College of Arts and Commerce
(An Autonomous College Affiliated to University of Pune)

Subject code	Semester	I	II	III	IV	V	VI	M.Com.	I	II	III	IV
Title of Subject		Research Methodology Honours - HRM										
Objectives	<ul style="list-style-type: none"> • This course aims at providing the general understanding of business research and the methods of business research. • To provide basic knowledge of research objectives, research problem formulation, research design, sampling, data collection, analysis of data and report writing. • The course will impart learning about how to collect, analyze, present and interpret data in an organized manner. • The course will enhance the thinking capacity of students with regards to market and customer analysis. 											
Unit	Contents of the syllabus											Number of Hours
1	<u>Title of the topic : Introduction to Research Methodology:</u> Business Research, Meaning, Nature and Types of Research. Research Process, meaning, Identification, Selection and Formulation of Research Problem, Sources of Research Problem, Variables and types of Variables.											14
2	<u>Title of the topic : Research Design and Formulation of Hypothesis:</u> Meaning of Research Design, Need for Research Design, Features of A Good Research Design, Types of Research Designs - Exploratory, Descriptive, Experimental And diagnostic, Hypothesis - Concept, Sources and Types, Formulation of Hypothesis.											12
3	<u>Title of the topic : Sampling Design and Data Collection:</u> Meaning of sampling, characteristics of good sample design, Types of sample design. Data Collection-Meaning, types of data, methods of collecting primary data-observation, Interview, questionnaire and schedules, Sources of secondary data.											12
4	<u>Title of the topic : Preparation of Projects and Report Writing:</u> Meaning, significance, steps in writing report, layout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Use of computer in research.											07
Total Number of hours											45	

Suggested Reference Books:

READINGS:

Essential Readings:

- 1) Babbie, Earl R. The Practice of Social Research, Wadsworth 10th edition, 2007 publication
- 2) Chawla, Deepak and Neena Sondhi, Research Methodology: Concept and Cases, Vikas Publications
- 3) Levin R. I.; Rubin, D. S., Statistics for Management, Pearson 7th edition, 1998 publication
- 4) Bajpai, Navin, Business Research Methods, 2011, Pearson Publication

Suggested Readings:

- 1) Sekaran, Uma, and Bougie, Roger, Research Methods for Business: A Skill Building Approach, Wiley 5th edition 2010 Publication
- 2) Webster, Allen L., Applied Statistics for Business and Economics: An Essential Approach, TMH, 3rd ed.
- 3) Mark, N.K. Saunders and Philips Lewis, Research Methods for Business Students, 5th ed., Pearson Publishers
- 4) Levine, David M., Krehbiel, Timothy C., Berenson, Mark L. and, P.K. Viswanathan, Business Statistics: A First Course, Pearson 4th edition, 2008 Publication
- 5) Cohen, J., Cohen, P.; West, S. G.; Aiken L. S. Applied Multiple Regression/Correlation Analysis For The Behavioral Sciences, Routledge, 3rd edition, 2003 publication
- 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

Note: Latest edition of text book may be used.