

 <p style="text-align: center;">Symbiosis College of Arts and Commerce (An Autonomous College Affiliated to University of Pune)</p>		
Subject code	Semester I II III IV V VI M.Com. I II III IV	
Title of Subject	Research Methodology Honours - Marketing	
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	<p><u>Title of the topic : Introduction to Research Methodology:</u></p> <p>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.</p>	14
2	<p><u>Title of the topic : Research Design and Formulation of Hypothesis:</u></p> <p>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.</p>	12
3	<p><u>Title of the topic : Sampling Design and Data Collection:</u></p> <p>Meaning of sampling, characteristics of good sample design, Types of sample design.</p> <p>Data Collection-Meaning, types of data, methods of collecting primary data-observation, Interview, questionnaire and schedules, Sources of secondary data.</p>	12
4	<p><u>Title of the topic : Preparation of Projects and Report Writing:</u></p> <p>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.</p>	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, 3rded.
- 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.