

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Master of Commerce (MCOM)**Semester - III**

Course Code	PG03CCOM01	Title of the Course	RESEARCH METHODOLOGY - I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To acquire basic knowledge of Research Methodology and understand some basic concepts of research and its methodologies
	2. To make identify appropriate research topics, select and define appropriate research problem and parameters
	3. To explain various research designs and their characteristics.
	4. To explain the details of sampling designs.

Course Content		
Unit	Description	Weightage (%)
1.	Introduction <ul style="list-style-type: none"> • Meaning of research • Objectives of research • Motivation in research • Types of research • Significance of research • Research methods v/s Research methodology • Stages of the research process 	25 %
2.	Problem Identification, Research Proposal & Hypothesis <ul style="list-style-type: none"> • Defining the research problem • Selecting the problem • Techniques involved in defining a problem • Necessity of defining the problem • Research proposal • Hypothesis – meaning and types • Hypothesis testing procedure 	25 %

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3.	Research Design <ul style="list-style-type: none">• Meaning of research design• Need for research design• Features of a good design• Important concepts relating to research design• Different research design• Basic principles of experimental design	25%
4.	Sampling <ul style="list-style-type: none">• Meaning of sampling• Need for Sampling• Criteria of selecting a Sampling• Characteristics of a good sample design• Steps in sample design• Types of sample design• Process of selecting a Random Sample	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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Course Outcomes	
1.	Developed understanding on various kinds of research objectives of doing research, Research process, research design and sampling.
2.	Having basic knowledge on Qualitative research techniques
3.	Having adequate knowledge on measurement and scaling techniques as well as the quantitative data analysis
4.	Having basic awareness of data analysis and hypothesis testing procedures
5.	It is Very useful for his / her further study like M.Phil and Ph.D.

Suggested References	
Sr. No.	References
1	Kothari, C. R. (2009), Research Methodology, Vikas Publishing House, New Delhi.
2	Zikmund, William G. (2009), Business Research Methods, Cengage Learning India Private Ltd., New Delhi.
3	Sachdeva, J.S. (2008), Business Research Methodology, Himalaya Publishing House, New Delhi.

On-line resources to be used if available as reference material

On-line Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/330
