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 2017

NAAC 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-IV

Course Code	PG04CCOM01	Title of the Course	RESEARCH METHODOLOGY-II
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives	
Course Objectives	1. To provide the students an understanding of research techniques.
	2. To explain the different methods of data collections.
	3. To provide basic knowledge on Processing and Data Analysis
	4. To provide adequate knowledge on Analysis of Variance and t-test
	5. To provide knowledge to write a research report and thesis as well as ethics in research.

Course Content		
Unit	**Description**	**Weightage (%)**

1.	**Collection of data & Processing and Data Analysis**
	• **Collection of data**
	    (A) Primary Data :
	    Personal interview
	    Telephone interview
	    Mail & Self-administered questionnaire
	    Schedule v/s Questionnaire
	    (B) Secondary Data:
	    Advantages of secondary data
	    Sources of secondary data
	    Classification & Limitations
	• **Processing and Data Analysis**
	    Processing Operations
	    Some Problems in processing
	    Elements & Types of Analysis
	    Statistics in research
		25 %

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2.	**Interpretation of Data** Meaning, Significance and Precautions in data interpretation Types of Hypothesis Testing - Parametric – t test ,f, test, z test Non-Parametric-Chi square, ANOVA **Analysis of Variance (ANOVA)** What is ANOVA? Basic principles of ANOVA techniques Short-cut method for one-way ANOVA Two way ANOVA	25 %

3.	**Research Report Writing**
	Significance of research report
	Types of research report
	Steps of research report
	Footnotes and Bibliography
	References and Citation methods-
	    a. APA (American Psychological Association
	    b. MLA (Modern Language Association)
	    c. CMS (Chicago Manual Style)
	Precautions for research report
	Synopsis of research report
	Limitations of research report
	Research paper publication process
		25%

4.	**Research Ethics and Modern Practices in Research**
	Ethical Norms in Research
	Ethical Issues in Research – Plagiarism
	Role of Computer in Research
	    a. Data sheet preparation – coding
	    b. Application of Statistical software – Excel and Mega stat
	    c. Introduction to SPSS, creating data Sheet using SPSS
	    d. Case analysis using SPSS
		25 %

Teaching- Learning Methodology	• 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 Examination	**20%**
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	**10%**
3.	External Examination	**70%**

Course Outcomes	
1.	Developed understanding on Collection of data (Primary data and Secondary data)
2.	Having basic knowledge on Processing and Data Analysis
3.	Having adequate knowledge on Analysis of Variance and t-test
4.	Having basic awareness Plagiarism
5.	Knowledge about Research synopsis of research report
6.	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.
4	Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
5	Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi

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6	Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House

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

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