



ADD INFO

3.4.1

Syllabus topics with Ethics included  
St. Mira's College for Girls, Pune  
MCOM 2020-2023

Research Methodology for Business  
Research Methodology for Business  
(Core Course)

Semester: III	Credits: 4	Subject Code: MCM32002	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Illustrate basic concepts of research and identify key issues in business research
- Identify appropriate research topics and define a research problem
- Correlate the research methodologies of research designing, review of literature, scaling and sampling
- Design a questionnaire
- Comprehend and apply the methods of data collection in conduct of research
- Analyse and infer the research findings
- Apply select online tools for conduct of research
- Develop research proposal / research paper with due ethical considerations

Unit 1: Business Research Methods: An Introduction

11

- Research
  - Definition and Meaning
  - Characteristics
  - Objectives
  - Limitations of Research
  - Types of Research: Pure Vs. Applied, Exploratory, Descriptive, Causal
- Research Process: An Overview
- Managerial Value of Business Research
  - Identifying problems or opportunities
  - Diagnosing and assessing problems or opportunities
  - Selecting and implementing a course of action
  - Electing the course of action
- Business Research Process Design
  - Definition
  - Classification of Research Design
- Research Problem
  - Formulating the Research Problem
- Hypothesis
  - Definition
  - Types of Hypothesis
  - Formulation of the Hypothesis

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<b>Unit 2: Measurement and Scaling and Sampling</b>	<b>10</b>
<p><b>Measurement and Scaling</b></p> <ul style="list-style-type: none"> <li>• Concepts and Operational Definitions</li> <li>• Types of Scales <ul style="list-style-type: none"> <li>○ Nominal Scale</li> <li>○ Ordinal Scale</li> <li>○ Interval Scale</li> <li>○ Ratio Scale</li> </ul> </li> <li>• Measurement Scales <ul style="list-style-type: none"> <li>○ Single Item Scales</li> <li>○ Multi-Item Scales</li> <li>○ Continuous Rating Scales</li> </ul> </li> <li>• Questionnaire Design-Procedure</li> </ul> <p><b>Sampling:</b></p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Sampling Design Process</li> <li>• Factors affecting the inferences drawn from a sample</li> <li>• Types of Sampling Methods: <ul style="list-style-type: none"> <li>○ Random Sampling- Simple Random Sampling, Stratified Random Sampling, cluster Sampling, Systematic Sampling and Multi-stage sampling</li> <li>○ Non-Random Sampling- Quota Sampling, Convenience sampling, Judgment Sampling and Snowball Sampling</li> </ul> </li> </ul>	

<b>Unit 3: Data Collection and Data Analysis</b>	<b>13</b>
<ul style="list-style-type: none"> <li>• Methods of Data Collection: <ul style="list-style-type: none"> <li>○ Primary Sources: Observation, Interview, Questionnaire and Schedules, Experimentation</li> <li>○ Secondary Sources: Internal Sources, External Sources</li> </ul> </li> <li>• Data Analysis <ul style="list-style-type: none"> <li>○ Editing the data: Field Editing, In-House Editing</li> <li>○ Coding: Coding Closed-ended structured questions, Coding Open-ended structured questions</li> <li>○ Analysing the data-3: Developing a frame of analysis for quantitative studies, Developing a frame of analysis for qualitative studies, Types of Analysis-Univariate, Bivariate and Multivariate Analysis of Data</li> <li>○ Use of Software in Data Preparation and Analysis-Introduction to SPSS</li> </ul> </li> </ul>	

<b>Unit 4: Data Presentation</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Presentation of Result: Report writing <ul style="list-style-type: none"> <li>○ Organisation of the written Report-1</li> </ul> </li> </ul>	

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- Tabular Presentation of data
- Graphical Presentation of Data: Bar Chart, Pie Chart, Histogram, Frequency Polygon, Ogive, Scatter Plot
- Oral Presentation
- Mode of Citation and Bibliography: Footnote or Endnote, Use of Notes, List of Abbreviation used in Citation, Mode of preparing a Bibliography
- **Plagiarism**
- Online Tools for Research- Concept and application
  - Latex- a typesetting software
  - Zotero- Reference Management Software
  - **Turnitin- Plagiarism Detection Software**
- **Citation Tools-** Scopus and Google Scholar
- **Citation Index-** i10 Index and h- Index
- Intellectual Property Rights

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

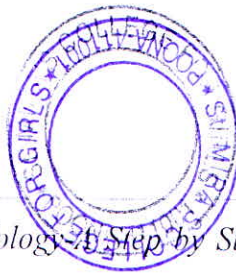
#### Recommended Basic Reading:

- Bajpai Naval. *Business Research Methods*. Pearson Education: New Delhi; 2011.
- C. R. Kothari. *Research Methodology-Methods & Techniques*. New Age International Publishers: New Delhi; 2008.
- Zikmund William G. *Business Research Methods*. Cengage Learning India Pvt. Ltd.: New Delhi; 2008.

#### Recommended Reference Books:

- Alan Bryman and Emma Bell. *Business Research Methods*. Oxford University Press: New York; 2008.
- Anil Kumar Gupta. *Research Methodology-Methods & Techniques*. Vayu Education of India: New Delhi; 2011.
- Anwarul Yaqin. *Legal Research and Writing Methods*. LexisNexis Butterworths Wadhwa: Nagpur; 2011.
- Bhandarkar P.L, Wilkinson T.S. *Methodology and Techniques of Social Research*. Himalaya Publishing House: Mumbai; 2010.
- Cunningham B. James, Aldrich O. James, Guinn. *Using SPSS*. SAGE Publication: New Delhi; 2012.
- Donald R. Cooper & Pamela S. Schindler. *Business Research Methods*. Tata McGraw-Hill Edition: New Delhi; 1999.
- Deepak Chawla & Neena Sondhi. *Research Methodology-Concepts and Cases*. Vikas Publishing House Pvt. Ltd.: New Delhi; 2011.
- P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas. *Methodology & Techniques of Social Research*. Himalaya Publishing House: Mumbai; 1993.
- Pradeep Aaglave. *Sanshodhan Padhatishastra Va Tantr*. Vidhya Prakashan: Nagpur; 2000.
- Ram Ahuja. *Research Methods*. Rawat Publications: Jaipur; 2003.

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

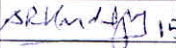




- Ranjit Kumar. *Research Methodology- A Step by Step Guide for Beginners*. Pearson Education: New Delhi;
- Russell K. Schutt. *Investigating the Social World-The Process and Practice of Research*. Sage Publication: New Delhi; 2006.

#### Journals:

- Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7, 91-105.
- Hannah Snyder, Literature review as a research methodology: An overview and guidelines
- *Journal of Business Research*, Volume 104, 2019, Pages 333-339, ISSN 0148-2963
- Taherdoost, Hamed, Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research (April 10, 2016)

#### Websites:

- <https://mpira.uib.uni-muenchen.de/id/eprint/71226>
- <https://www.youtube.com/watch?v=lwy6pn5vi5A>
- <https://www.youtube.com/watch?v=kqFiCj1XV-E>
- <https://www.youtube.com/watch?v=H-4sJZt7Sck>
- <https://youtu.be/jTIBboCMISS>

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