

DEPARTMENT OF COMMERCE				CLASS: <i>I M.Com</i>				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
II	Major Core	21P2KMC8	Business Research Method	4	6	25	75	100

Nature of Course			
Knowledge and Skill oriented	✓		Employability oriented
			Entrepreneurship oriented

Course Objectives						
<ul style="list-style-type: none"> <li>To provide basic knowledge about the concept, tools and techniques of business research</li> <li>To help develop the skills of students to be able to apply research techniques for business decision making</li> <li>To teach the preparation of questionnaire and Interview Schedule and formulate &amp; Test the Hypothesis</li> <li>To help adopt appropriate statistical tools for drawing Inference</li> <li>To teach students as to write a Research Report</li> </ul>						
Unit	Course Contents			Hours	K level	CLO
I	<b>Introduction to Research:</b> Meaning and Definition of Social Research – Objectives of Research –Types of Research - Research process – Criteria of Good Research – Maintaining Objectivity in Research – Problems Encountered by Researchers.			18	Up to K2	CLO 1
II	<b>Problem Formulation:</b> Problem Formulation – Identifying Research Problem – Sources of Research Problem – Techniques Involved in Defining a Research Problem – Research Design: Meaning and Importance; Types of Research Designs – Exploratory – Descriptive – Case Study Design.			18	Up to K4	CLO 2
III	<b>Data Collection:</b> Methods of Data Collection –Observation – Questionnaire & Interviewing – Guidelines for Constructing Questionnaire and Interview Schedule - Sample Design: Defining Universe and Sampling Unit – Determining Sampling Frame – Probability and Non-Probability Sampling Methods – Sample Size Determination – Sampling and Non-sampling Errors – Scaling Methods – Hypothesis; Hypothesis Formulation and Hypothesis Testing.			18	Up to K3	CLO 3
IV	<b>Data analysis and Interpretation using SPSS:</b> Descriptive statistics – Factor Analysis – Reliability test – Parametric Analysis – T-test – ANOVA – Correlation – Regression – Non-Parametric Analysis – Chi-square – Sign Test – Mann-Whitney U test – Kruskal Wallis H test			18	Up to K4	CLO 4

V	<b>Report Writing:</b> Report Writing – Kinds of Research Reports – Steps in Report Writing – Layout of Research Report – Mechanics in Writing a Research Report – Precautions in Writing a Research Report	18	Up to K5	CLO 5
---	---	----	----------	-------

### Book for Study

Kothari C R, Gaurav Garg, (2015), Research Methodology New Age International (P) Limited Publishers

### Books for Reference

1. Donald R cooper, Pamela S Schindler, J K Sharma (2012), Business Research Methods, McGraw Hill Education (India) New Delhi
2. Gupta S P (2009), Statistical Methods, S.Chand & Sons Publisher, New Delhi.
3. Martyn Denscombe, (2003), The Good Research Guide for Small Scale Research Projects, Viva Books Pvt. Ltd
4. PankajMadan, VageeshPaliwal, Rajul Bhardwaj, (2010), Research Methodology, Global Vision Publishing House New Delhi
5. Pillai R S N, and Bagavathi V (2010), Statistics, S.Chand & Sons Publisher, New Delhi
6. Suchdeva, (2010), “Business Research Methodology”, Himalaya Publishing House, Mumbai
7. SaravanavelP (2003), Research Methodology. Margham Publishers, Chennai. 2003

### Web Resources

1. <http://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf>
2. [http://cuj.ac.in/E\\_Lecture/DCS/L5%20Formulation%20of%20research%20problem.pdf](http://cuj.ac.in/E_Lecture/DCS/L5%20Formulation%20of%20research%20problem.pdf)
3. <https://www.questionpro.com/blog/data-collection/>
4. <https://www.spss-tutorials.com/spss-data-analysis/#:~:text=Bivariate%20Analysis%20%2D%20Metric%20by%20Categorical%20Variables&text=SPSS%20MEANS%20produces%20tables%20containing, followed%20up%20by%20a n%20ANOVA.>
5. <https://www.successcds.net/learn-english/writing-skills/report-writing-format-topics-samples.html#:~:text=Report%20Writing%20%2D%20A%20report%20is,has%20already%20taken%20place%20somewhere.>

**Pedagogy:** Chalk & Talk, Exercise, Assignments, & PPTs

**Rationale for Nature of the Course:** Can be professionals in research by analysing and interpreting the business issues to pursue higher studies.

### Activities to be given

1. Assignment on identifying and formulating the problems in the society.
2. Assignment on usage of statistical tools for analysis in getting inferences.
3. Mini project report on any issues.

**Name of the Course Designer:** Dr. K. Hema Malini, Assistant Professor.

### Lesson Plan

Unit	Course Content	Hours	Mode of Teaching
I	<b>Introduction to Research:</b> Meaning and Definition of Social Research – Objectives of Research –Types of Research	9	Chalk & Talk, PPTs, Quiz
	Research process – Criteria of Good Research - Maintaining Objectivity in Research – Problems Encountered by Researchers.	9	
II	<b>Problem Formulation:</b> Problem Formulation – Identifying Research Problem – Sources of Research Problem – Techniques Involved in Defining a Research Problem	9	Chalk & Talk, PPTs, Quiz
	Research Design: Meaning and Importance; Types of Research Designs – Exploratory – Descriptive – Case Study Design.	9	
III	<b>Data Collection:</b> Methods of Data Collection –Observation – Questionnaire & Interviewing – Guidelines for Constructing Questionnaire and Interview Schedule - Sample Design: Defining Universe and Sampling Unit	9	Chalk & Talk, PPTs, Quiz
	Determining Sampling Frame – Probability and Non-Probability Sampling Methods – Sample Size Determination – Sampling and Non-sampling Errors – Scaling Methods – Hypothesis; Hypothesis Formulation and Hypothesis Testing	9	
IV	<b>Data analysis and Interpretation using SPSS:</b> Descriptive statistics – Factor Analysis – Reliability test – Parametric Analysis – T-test – ANOVA – Correlation – Regression	9	Chalk & Talk, PPTs, Quiz
	Non-Parametric Analysis – Chi-square – Sign Test – Mann-Whitney U test – Kruskal Wallis H test	9	
V	<b>Report Writing:</b> Report Writing – Kinds of Research Reports – Steps in Report Writing – Layout of Research Report	9	Chalk & Talk, Quiz Assignment, PPTs,
	Mechanics in Writing a Research Report – Precautions in Writing a Research Report	9	

### Course Learning Outcomes

CLOs	On completion of the course, the students should be able to	K- Level
CLO 1	Display the Concepts Relating to Business Research, Types and Process.	Up to K2
CLO 2	Classify the Research Problem and Draw the Research Design.	Up to K4
CLO 3	Prepare Questionnaire and Interview Schedule and Test the Hypothesis.	Up to K3
CLO 4	Analyze and use appropriate Statistical Tools for the Inferences.	Up to K4
CLO 5	Interpret and conclude a Research Report.	Up to K5

### Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	3	3	2	3	2	3
CLO 2	3	3	2	3	2	3
CLO 3	3	3	3	3	2	3
CLO 4	3	3	3	3	2	3
CLO 5	3	3	3	3	2	3

3- Advance Application    2- Intermediate Level    1- Basic Level

### Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)

(CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism, Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	3	3	2	3	2	3
CLO 2	3	3	2	3	2	3
CLO 3	3	3	3	3	2	3
CLO 4	3	3	3	3	2	3
CLO 5	3	3	3	3	2	3

3- Advance Application    2- Intermediate Level    1- Basic Level

### Formative Examination- Blue Print

#### Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

CIA	CLOs	K- Level	Section A Short Answers		Section B (Either/or Choice)		Section C (Open Choice)	
			No.of Questions	K Level	No.of Questions	K Level	No.of Questions	K Level
I	CLO 1	Up to K2	2	K2&K2	2	K2&K2	1	K2
	CLO 2	Up to K4	3	K2, K3, K3	2	K4&K4	2	K3& K4
II	CLO 3	Up to K3	2	K2& K3	2	K3&K3	2	K2& K3
	CLO 4	Up to K4	3	K2, K2, K3	2	K4&K4	1	K4
No. of Questions to be asked			5		4		3	
No. of Questions to be answered			5		2		2	
Marks for each question			2		5		10	
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>20</b>	

**Distribution of Marks with K Levels CIA I & CIA II**

CIA	K Levels	Section A (Short Answer Questions)	Section B (Either/Or Choice)	Section C (Open Choice)	Total Marks	% of (Marks without choice)
I	K2	6	10	10	26	43.34
	K3	4	-	10	14	23.33
	K4	-	10	10	20	33.33
	<b>Marks</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100</b>
II	K2	6		10	16	26.67
	K3	4	10	10	24	40
	K4	-	10	10	20	33.33
	<b>Marks</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100</b>

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Summative Examination -Blue Print**

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

S.No	CLOs	K- Level	Section A MCQs	Section B Short Answers	Section C (Either/or Choice)	Section D (Open Choice)
1	CLO 1	Up to K2	2 (K1&K1)	1 (K1)	2 (K1&K1)	1(K2)
2	CLO 2	Up to K4	2 (K2&K3)	1 (K2)	2 (K3&K3)	1(K4)
3	CLO 3	Up to K3	2 (K2&K3)	1 (K1)	2 (K2&K2)	1(K3)
4	CLO 4	Up to K4	2 (K3&K4)	1 (K2)	2 (K4&K4)	1(K4)
5	CLO 5	Up to K5	2 (K3&K4)	1 (K3)	2 (K4&K4)	1(K5)
No. of Questions to be asked			10	5	10	5
No. of Questions to be answered			10	5	5	3
Marks for each question			1	2	5	10
<b>Total Marks for each Section</b>			<b>10</b>	<b>10</b>	<b>25</b>	<b>30</b>

**Distribution of Marks with K Level for Summative Examination**

K Levels	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2	4	10	-	<b>16</b>	13.33	<b>35</b>
K2	2	4	10	10	<b>26</b>	21.67	
K3	4	2	10	10	<b>26</b>	21.67	<b>21.67</b>
K4	2	-	20	20	<b>42</b>	35	<b>35</b>
K5	-	-	-	10	<b>10</b>	8.33	<b>8.33</b>
<b>Total</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100</b>	<b>100</b>

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.