

# SYLLABUS

## Research Methodology In Commerce

**Objective :** *The objective of this paper is to impart knowledge about various stages of the research processes and their application in Commerce and Management Education.*

### UNIT - I

Introduction : Meaning of the Research – Qualities of a research worker – Scientific Method – Definition – Stages of Scientific study – Different steps in scientific study – Logical Methods – Inductive and Deductive Methods – Nature of the Phenomena and the use of the methods. Approach to a Research Project : Purpose of Research – Functions in Research – Research Programme – Problem solving through research/financial aspects of research – Research Design (Selective topic, Coverage, Hypothesis) – Sources of Information – Nature of Study – Definition of terms – Techniques of study – Collection, Analysis and presentation of the data – Testing hypothesis – Stating results.

### UNIT - II

Use of the Library – Finding the correct sources of information – Use of books, Periodicals and encyclopedia – Taking down notes – Collection and organization of material. Research Method : Sampling method – Observation method – Case study method – Interview method – Survey method – Experimental method – Questionnaire method – Library method – Documentary method – Suitable combination and selection of method – Advantages, Disadvantages and Limitations of Methods.

### UNIT - III

Presentation of Information – Analysis of Information – Classification, Tabulation and Interpretation – Presentation of data and its Application – Pictorial presentation – Composition of Information (Quotation, Footnotes, Bibliography – Tables, Standards, Abbreviations) Style of Writing. Coordinating Contents : Front matter (Blank sheet, Title page, Dedication, Preface, Table of contents, List of tables, List of figures, List of appendices etc.) – Text proper (Chapter wise information) – Back matter (appendices, glossary, bibliography, index, blank sheet).

### UNIT - IV

Multivariate analysis – An overview of dependence and interdependence methods (Multiple regression, Discriminate analysis, Conjoint analysis, Factor analysis, Cluster analysis); Research report; Ingredients and constructions of research report – Procedure of preparation of reference and bibliography. Research findings and preparation and writing of a Research Report : Benefits of implementation of actual research findings : carrying forward the studies – Management of research unit – Preparation and writing of a 'Research Report'.