SHRI GOVIND GURU UNIVERSITY

SYLLABUS FOR --- B.COM.

SEMESTER IV
Course Code: SS 202 C
NAME OF THE COURSE: RESEARCH SKILL

Unit I
Introduction to Research and Research Design
Nature and scope of research, information based decision making and source of knowledge. The research process; basic approaches and terminologies used in research. Defining research question and framing of hypotheses, Preparing a research plan, qualitative and quantitative research designs, Experimentation, Observational studies, Exploring secondary data.

Unit II
Measurement and Scaling, Data Source and Data Collection
Field research; primary data collection from observations, surveys and experimentation. Measurement and scaling; commonly used scales in reliability and validity of scales. Designing instrument for data collection; testing the instrument, data collection process, Sampling methods and procedures and sample size decisions.

Unit III
Data Analysis
Editing and coding of data, tabulation, graphic presentation of data, cross tabulation, Testing of hypotheses; type I and II errors, one tailed and two tailed tests of significance, Parametric and nonparametric tests for Univariate and Bivariate data. Tests of association; simple linear regression and other nonparametric tests.

Unit IV
Report Writing and Presentation
Need for Effective documentations, Importance of Report Writing, types of research reports Report structure, Report preparation and presentations , Tables, Graphs, Charts, Referencing etc.

Reference:

1. Saunders- Research Methods for Business Students - Pearson Education
2. Research Methodology by D. K. Bhattacharyya – Excel
3. Research Methodology by Kothari