

**St. Joseph's College of Commerce**  
**2018-2019 even semester**  
**Module wise lesson plan**

**P415 AR 202: BUSINESS RESEARCH METHODOLOGY**

Course: MCom IB 2<sup>nd</sup> semester

Faculty name: Dr. Ritty Francis

**Objective:**

1. To familiarise students with concepts, tools and techniques of Business Research
2. To enable students to take up research / consultancy projects and handle them independently

Unit	Hours Allotted	Topic	Teaching Pedagogy	Skill Development/Evaluation
<b>Module – 1: Research</b>	<b>6 Hrs</b>	Meaning, Purpose, Scientific method, Types of Research; Scope of Business Research. Terms, concepts and Definitions used in Research Methodology, Variables and parameters. The Research Process. MRQH;	Lecture and Interaction	Discussion
<b>Module – 2: Review of Literature</b>	<b>8 Hrs</b>	Need, Purpose, Notes taking. Research Gap, Research Problem, E-Resources and their usage – useful websites for Management research - Search Engines – Important Web Sources: CSO, NSSO, RBI, World Bank, ILO, IIM, ICSSR, NCAER, INFLIBNET, CMIE, India Stat, Open access Journals, Research Institutes Repository etc.	Lecture and Interaction	Web based assignment

<b>Module – 3: Research Design</b>	<b>10 Hrs</b>	<p>Meaning, nature, process of preparation, components of Research Design.</p> <p>Sampling Techniques: Sampling methods, Concept of Sampling Distribution.</p>	Lecture and Interaction	Practical testing of the sampling concepts
<b>Module – 4: Data</b>	<b>12 Hrs</b>	<p>Sources of data, Methods and tools of Data collection; Observation, Mailing; Interviews and Schedules, Questionnaires, Scales and Rating, Sociometry, Pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.</p>	Lecture and Interaction	Assignment on data collection
<b>Module – 5: Formulation of Hypothesis</b>	<b>8 Hrs</b>	<p>Testing of hypothesis; Confidence Intervals, Standard Error, Uses of z, t and Chi-square tests. Analysis of data; Statistical techniques and their uses.</p>	Lecture and Interaction	
<b>Module – 6: Report Writing</b>	<b>6 Hrs</b>	<p>Planning report writing work: Target audience, Types of report, Synoptical outline of chapters; Research Proposals; Steps in drafting dissertations. Bibliography- Citation- Impact Factor. Editing Features- Formatting Text, Aligning paragraph and page size, Tab settings. Research presentation layout.</p> <p>Funding Agencies in Social Science Research: UGC, ICSSR, Planning Commission.</p>	Lecture and Interaction	Discussion