

**JYOTI NIVAS COLLEGE AUTONOMOUS**  
**Programme: B.COM/TM/ LSCM /INTEGRATED B.COM M.COM**  
**RESEARCH METHODOLOGY**  
**Course Code : 24IVRM03**

**No. of Credits: 4**

**Semester: 1V**  
**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To explain the fundamental concepts, scope, and methodologies of business research.
- To apply appropriate research problem formulation, hypothesis development, and sampling techniques to real-world business scenarios.
- To analyse collected data using statistical tools and techniques to derive meaningful business insights.
- To critically evaluate research findings and test hypotheses using appropriate statistical methods.
- To design and develop a well-structured research report with proper interpretation, visualization, and ethical considerations.

**LEARNING OUTCOMES:**

- Students will be able to identify the research problem.
- Students can create good research design.
- Students will be able to formulate the hypothesis.
- Will be able to prepare suitable Research Design to represent qualitative research models

**Unit 1: Introduction to Business Research**

**12 hours**

Research: Meaning, Purpose, Scientific method, types of research; scope of business research. Review of literature – meaning and purpose. Introduction to AI and use of AI tools in business research.

**Unit 2: Research Design**

**14 hours**

Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling- meaning and definition, techniques. Sample size – meaning, Research Design: Meaning, nature, process of preparation, components of research design.

**Unit 3: Data Collection and Processing**

**12 hours**

Data: Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, check list; pre-testing of tools, pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

**Unit 4: Tools for Data Analysis****12 hours**

Statistical Techniques: Descriptive Statistics -Mean, Median, Mode, Standard Deviation, Mean Deviation and Quartile Deviation- its relevance in research. Inferential Statistics -t-test, Chi-square test and ANOVA & Regression analysis [Conditions, application and relevance of the tests in Business Research].

Data analysis tools for Social Science Research: Python, R, SPSS, Tableau (concept only) and Excel (concept and application)

**Unit 5: Research Reports****10 hours**

Research Reports- Characteristics of good Research Report, types of reports, style of report writing, Steps in drafting the Report.

**Skill Developments Activities:**

- Design a questionnaire for a research study
- List the different types of sampling techniques with suitable examples.
- List the statistical software tools used in social science research.
- Write a sample research report outline with an introduction, methodology, and conclusion

**Books for References:**

1. Dr. M. Ranganatham, O R Krishnaswami, P N Harikumar: Research Methodology , Himalaya Publishing House.
2. C.R. Kothari, Research Methodology: Methods and Techniques, New Age International Publishers 3<sup>rd</sup> Edition.
3. Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, Joseph Bizup, and William T. Fitzgerald, "The Craft of Research", University of Chicago Press, Fourth Edition.
4. Ingeman Arbnor and Björn Bjerke, Methodology for Creating Business Knowledge, Sage Publications, 3<sup>rd</sup> Edition.
5. Krishna G. Palepu and Paul M. Healy, Business Analysis and Valuation: Using Financial Statements, Cengage Learning, 5<sup>th</sup> Edition.
6. Joseph F. Hair Jr., Mary Celsi, Arthur H. Money, Phillip Samouel, and Michael J. Page, Essentials of Business Research Methods, Routledge 5<sup>th</sup> Edition.
7. Satyaprasad and D. R. Satya Raju, Business Research Methods, Himalaya Publishing House 2<sup>nd</sup> edition.
8. Navdeep Kaur and Dr. Pawan Kumar Taneja, Business Research Methods: A South-Asian Perspective, Kalyani Publishers 1<sup>st</sup> Edition.

**Note: Latest edition of text books maybe used**