



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-2(M.Com)

Subject: Research Methodology- MCOXX12510

Type of course: Major (core)

Prerequisite: NA

Rationale:

The subject Research Methodology is instrumental to orient post-graduate students with research design, research process and its significance in a particular discipline. We can educate and sensitize students to take up their steps in research to contribute to the society at large.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P		C	Theory Marks		Practical Marks	
			ESE		MSE	V	ALA	
04	00	00	04	60	30	10	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P- Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Course Content:

Sr. No	CourseContent	Hrs	% Weightage
1	<p>Introduction to Research & development</p> <p>Introduction to Research Methods : Definition of research, role and objectives of research, applications and types of research, research process and steps in it. Collecting and reviewing the literature, conceptualization and Formulation of a research problem, Identifying variables, constructing hypothesis, Synopsis.</p>	15	25
2	<p>Research Design</p> <p>a) Research Design: Selecting and defining a research problem, need for research design, features of a good research design, different research designs (exploratory, descriptive experimental and diagnostic research).</p> <p>(b) Design of Sample Survey: Census V/s Sample enumerations, objectives and principles of sampling, Types of sampling, Sampling and Non-sampling errors .Designing Questionnaires and interview. Determination of the sample size.</p>	15	25
3	<p>Measurement of Scaling Concepts</p> <p>Measurement of Scaling Concepts: Scales of measurements, nominal, ordinal, interval and ratio scales, Errors in measurements. Validity and Reliability in measurement, Scale Construction Techniques.</p>	15	25
4	<p>Data Collection & Analysis</p> <p>Data Collection & Analysis: Primary & secondary data, Validity and Reliability of data</p> <p>a) Report Writing: Discussions, Conclusion, referencing and various formats for reference writing, Bibliography, Thesis Writing, Thesis writing, Formats of publications in research journals including subject classification, Impact factor, Citation index.</p> <p>b) Computer Applications: Data Communication and networks, LAN, WAN, GAN, Internet, Website, Webpage, E-mail, Search Engines, Scientific search engines. PDF and Latex files.</p>	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	Research Project Students have to visit any two companies to find out the scope of the research, and identify research problem. Based on the collected data students have to make simple research project and upload findings on GMIU web portal.	10
02	Review Paper Students have to read research papers of HR, Finance and Marketing from reputed research journals and prepare review paper. Upload review paper on GMIU Web Portal.	10
03	Survey Report Students have to analyze business trend and different strategies of business by help of the online data available. Survey report will be uploaded on GMIU Web Portal.	10
04	Solve by Yourself Students have to solve question papers of UGC NET exam (particularly research questions only) as per instruction given by faculty. Solution will be uploaded on GMIU web Portal.	10
05	Student Choice Activity	10
Total		50

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	20%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand different research methods and different types of research.
CO2	Make good research design and understand the importance of research design.
CO3	Understand measurement of scaling concept for the good research.
CO4	Reach to the findings, conclusion, outcome, by help of the data collection and analysis and able to present research paper.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] Innovation & Entrepreneurship by P.F Drucker
- [2] Start up and New Venture Management by DR. Jyoti Gog

