

 <p>Since 1951</p>	<p align="center">B. J. VANIJYA MAHAVIDYALAYA (Autonomous) (Grant-in-Aid) (Affiliated to Sardar Patel University) Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC Syllabus with effective from June - 2025</p>
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Master of Commerce (M.Com.)
Semester - III

Course Code PB03CCOM51	Title of the Paper Research Methodology - I	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To introduce the students to the fundamental concepts of Research and Research Methodology 2. To prepare the students to write research proposal by identifying research problem, formulating research questions and hypothesis 3. To impart the knowledge of important concepts of research design and its types. 4. To enhance the knowledge of sampling and its importance in Research. 	

	Course Description	
Unit	Description	Weightage
1.	Introduction of Research <ul style="list-style-type: none"> • Definition and concept of research • Objectives of research • Types of research • Significance of research • Distinction between Research methods and methodology • Stages of the research process • Criteria of good research • Literature review 	25%
2.	Problem Identification, Research Proposal & Hypothesis <ul style="list-style-type: none"> • Definition and Criteria of research problem • Techniques involved in defining a problem • Necessity of defining the problem • Research proposal • Hypothesis – meaning and types • Hypothesis testing procedure 	25%
3.	Research Design <ul style="list-style-type: none"> • Meaning and needs of research design • Features of a good research design • Important concepts relating to research design • Different types of research design 	25%

4.	Sampling <ul style="list-style-type: none"> • Definition and importance of sampling in research. • Difference between population and sample • Criteria of selecting a Sampling • Sampling error • Characteristics of a good sample design • Steps in sample design • Types of sample design • Selection of Random Sample 	25%
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Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/ Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	To understand the Research Process, review of literature and identify the research gap.
2.	To create a sound research proposal and perform Hypothesis testing on real data.
3.	To identify and apply an appropriate research design.
4.	To recognize and employ effective sampling techniques.

Suggested References:	
Sr. No.	References
1.	Kothari, C. R., & Garg, G. (2023). Research Methodology. New Age International Publishers.
2.	Agarwal, B. L. (2015). <i>Research Methodology</i> . New Age International (P) Ltd., Publishers.
3.	Zikmund, William G. (2009), Business Research Methods, Cengage Learning India Private Ltd., New Delhi.
4.	Sachdeva, J.S. (2008), Business Research Methodology, Himalaya Publishing House, New Delhi
5.	On-Line Resources available that can be used as Reference Material. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/330 https://www.youtube.com/watch?v=GSeeyJVD0JU https://www.youtube.com/watch?v=0xV52b5HGSo&list=PLa0E_A-T--mFEGtvGEDB4U5_5erPJ0Ri&index=2 https://www.youtube.com/watch?v=YH9MDmFeBPo https://www.youtube.com/watch?v=fN84g1hLB6M&list=PLa0E_A-T--mFEGtvGEDB4U5_5erPJ0Ri&index=8