

## NIRMA UNIVERSITY

<b>Institute Name</b>	Institute of Commerce
<b>Name of Programme</b>	B. Com (Hons)
<b>Course Code</b>	3CC702CC24
<b>Course Name</b>	Research Methods
<b>Course Type:</b>	( <input checked="" type="checkbox"/> ) Core/ <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/Institute Elective/ <input type="checkbox"/> University Elective/ Open Elective Any other)
<b>Year of Introduction</b>	2024-25

L	T	Practical Component				C
		LPW	PW	W	S	
<b>3</b>	<b>1</b>	-	-	-	-	<b>4</b>

### Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

- |   |        |
|---|--------|
| 1. Apply research skills to solve business problems.      | BL – 3 |
| 2. Design data collection instruments.                    | BL – 6 |
| 3. Select the appropriate tools for data analysis.        | BL – 5 |
| 4. Prepare a research proposal.                           | BL – 6 |
| 5. Interpret the results and prepare the research report. | BL – 5 |

### Contents

**Total Teaching Hours:45**

<b>Unit I: Introduction to Research</b>	5
<ul style="list-style-type: none"> <li>• Types of research</li> <li>• Research process</li> <li>• Research ethics</li> <li>• Literature review -formulating a research problem</li> <li>• Hypothesis formulation</li> </ul>	
<b>Unit II: Research Design</b>	4
<ul style="list-style-type: none"> <li>• Important features of a research design</li> <li>• Types of research design</li> </ul>	
<b>Unit III: Measurement in Research</b>	4
<ul style="list-style-type: none"> <li>• Levels of measurement</li> <li>• Scaling</li> <li>• Reliability and validity</li> </ul>	
<b>Unit IV: Methods of Data Collection</b>	6
<ul style="list-style-type: none"> <li>• Secondary data</li> <li>• Primary data</li> <li>• Sampling: types, sample size</li> <li>• Questionnaires</li> <li>• Interviews</li> <li>• Observations</li> <li>• Coding and editing</li> </ul>	
<b>Unit V: Data Analysis</b>	18
<ul style="list-style-type: none"> <li>• Summarizing data using contingency tables, cross tabulation and presentation of data using graphs</li> <li>• Analysis of qualitative and quantitative data</li> <li>• Hypothesis testing</li> </ul>	

Ravi

## **Unit VI: Report Writing & Presentation**

8

- Research proposal
- Important considerations in report writing
- Format and structure of the report
- Bibliography and references
- Oral presentations

### **Suggested Readings:**

1. Bajpai, N. (2023). Business Research Methods, Pearson, New Delhi.
2. Bryman, A. & Emma, B. (2023). Business Research Methods, Oxford University Press India, New Delhi.
3. Cooper, D. & Schindler, P. (2023). Business Research Methods, McGraw Hill Education, New Delhi .
4. Karunakaran, K. (2023). Business Research Methods – Text and Cases, Himalaya Publishing House, New Delhi.
5. Murthy, S. N. & Bhojanna, U. (2023). Business Research Methods, Excel Books. New Delhi.
6. Sharma, K. R. (2023). Research Methodology, National Publishing House, New Delhi.
7. Zikmund, W. G., et al. (2023). Business Research Methods, Cengage India. New Delhi.

w.e.f. Academic Year 2024-25 and onwards