

Papers	Particulars	Hours of Instruction per week	Duration of Exam(Hrs)	Marks			
				IA	Theory	Total	Credits
Paper 1	Business Research Methods	4	3	30	70	100	4
Paper 2	Review of Literature						
	Review Report	3	-	-	-	150	6
	Viva	-	-	-	-	50	2
							12



Paper – I : Business Research Methods

Learning Objectives:

- a) To familiarize scholars with basics of research and the research process.
- b) To enable the scholars in conducting research work and formulating research synopsis and report.
- c) To familiarize scholars with statistical packages such as SPSS/EXCEL.
- d) To impart knowledge for enabling researcher to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/research problem.

Learning Outcomes of the Course:

1. Scholars will develop an understanding on various kinds of business research, objectives of doing research, research process, research design and preparation of research report.
2. Scholars will be able identify and address areas where ethical issues may arise in their work.

Instruction Hours: 80

Objective: To familiarise the students in respect of the principles, techniques, methods and processes of conducting both 'qualitative' and 'quantitative' research studies.

- Unit-I:** Business research – Nature and Scope – Basic and applied research – (12)
Types of business research – Exploratory, descriptive, explanatory and causal research – General business, economic and corporate research; financial and accounting research; management and organisational behaviour research; sales and marketing research; corporate responsibility research – Action Research.
- Unit-2:** Conceptual and theoretical framework – Propositions and (12)
hypotheses – practical value of theories – Phase of research process – Choice of area and topics of research – Review of literature – Statement of research problem and research questions – research objectives – Research design and methodology – Qualitative and Quantitative research methods – Case Study Research: single and multiple case studies, cross-case analysis.
- Unit-3:** Sampling and data collection – Sampling techniques, sampling unit and (18)
sample size – Sampling frame – Non-probability samples; Convenience, quota and snowball sampling; probability samples: sampling random, systematic, stratified (proportionate and

disproportionate), cluster and multistage sampling – Sampling error – systematic error – response bias – cross-sectional and longitudinal studies – Survey research – primary and secondary data – Focus Group Interview – Questionnaire design and administration – close-ended and open-ended questions – Pilot study and pretesting the questionnaire – personal interview, mail, telephone and electronic surveys – observation survey – experimental (control group and experimental group) research design – Editing, coding and cross-tabulating.

- Unit-4:** Measurement, analysis and interpretation – Types of scales: nominal, ordinal, interval and ratio scales – Likert and Thurston attitudinal scales – Descriptive and inferential statistics – Statistical Package for the Social Sciences (SPSS) – Measures of Central tendency and dispersion – normal distribution – Parametric Tests: Chi-square, t-Test, Z-test, ANOVA, the F-test – Non-parametric Tests: Sign test, Mann-Whitney Test – Multivariate Analysis of Variance – Pearson Product Moment Correlation matrix – Multiple Regression Analysis – Factor Analysis – Multiple discriminant analysis – Cluster analysis. (18)
- Unit-5:** Writing up the research report – Layout of the report – Summary of the Key Findings – Corroboration and cross-references – Implications – Suggestions – Directions for future research – Limitations – Concluding observations – appendices – bibliographical style – Ethical issues and dilemmas in business research. (10)
- Unit-6:** The research process and the Role of Academic Writing-Academic Writing as a Part of Research, Types of Academic Writing and Structure and Contents of a Research Ethics in Research, plagiarism, Footnotes and end notes, and citations. (6)
- Unit-7:** Fulcrum of research and attributes of a research student-Analytical mind, Global outlook, honesty, innovative approach calendar, intellectual curiosity, keen observation, patience, persistence and spirit of inquisitiveness. (4)

References

1. William G. Zikmund, “*Business Research Methods*” New York: The Dryden Press.
2. Jack E. Edwards, Marie D. Thomas, Paul Rosenfeld, Stephanie Booth – Kewly, “*How to Conduct Organisational Surveys: A Step-by-Step Guide*”, New Delhi: Sage.
3. Robert K. Yin, “*Application of Case Study research*”, New Delhi: Sage.
4. Keith F. Punch, “*Survey Research: The Basics*”, New Delhi: Sage
5. Murray R. Thomas, “*Blending Qualitative and Quantitative Research Methods in Theses and Dissertations*”. New Delhi: Sage.
6. Dan Remenyi, Brian Williams, Arther Money, Ethni Swartz, “*Doing research in Business and Management*”, New Delhi: Sage.
7. Mathukutty and et.al. Academic Writing, Response Books: New Delhi 2010.



Ph.D (Commerce)

Paper – 2: Review of literature

Objectives:

1. To summarize the importance of examining the existing literature related to their field of study.
2. To explain the significance of having internet access as a tool for literature review.
3. Compare and contrast internal data mining and literature searches.

Outcomes:

1. Research scholars will be identify and to explain open problems and areas needing development in their respective field of research.

The Review of literature shall be in the area of Research topic chosen by the Research candidate related to Finance, H.R.M., H.R.D., Banking and Insurance, Marketing, Rural Development, Micro, Small and Medium Enterprises, and other interdisciplinary areas in consultation with the guides.



