

SARDAR PATEL UNIVERSITY
Programme: MCOM
Semester: III
Syllabus with effect from: June 2014

Course Code: PB03CCOM01	Total Credits: 5
Course Title: Research Methodology	

Unit	Description in detail	Weightage (%)
1	Introduction: Meaning of research Objectives of research Motivation in research Types of research Significance of research Research methods v/s Research methodology Stages of the research process	25 %
2	Problem Identification, Research Proposal & Hypothesis: Defining the research problem Selecting the problem Techniques involved in defining a problem Necessity of defining the problem Research proposal Hypothesis – meaning and types	25 %
3	Collection of data: <ul style="list-style-type: none"> • Primary data : Personal interview Telephone interview Mail & Self administered questionnaire Schedule v/s Questionnaire • Secondary data: Advantages of secondary data Sources of secondary data Classification & Limitations 	25 %
4	Research Report: Significance of research report Types of research report Steps of research report Precautions for research report Synopsis of research report Limitations of research report	25 %

Basic Text & Reference Books:

- Kothari, C. R. (2009), Research Methodology, Vikas Publishing House, New Delhi.
- Zikmund, William G. (2009), Business Research Methods, Cengage Learning India Private Ltd., New Delhi.
- Sachdeva, J.S. (2008), Business Research Methodology, Himalaya Publishing House, New Delhi.

