



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḍā Drāyabala Yūnīvārsīṭī

राजपिपला, जि. नर्मदा Rajpipla, Dist. Narmada

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

M.Com. Programme

Subject Code & Name: - MC01MDSC04: Research Methodology-I

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	M.Com
Semester	1
Course Code	MC01MDSC04
Course Title	Research Methodology-I
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To define the underlying meaning, objectives, motivation, and different types of business research alongside the foundational steps of a research process.
2. To explain the operational differences between research methods and research methodology, as well as the meaning and characteristics of alternative hypothesis types.
3. To apply systematic techniques and formal guidelines to select, define, and build a robust business research proposal or problem framework.
4. To analyze structural features, foundational needs, and experimental principles when contrasting different types of research designs.
5. To evaluate sampling designs by appraising specific criteria, selection steps, and random sampling methods against established sample design parameters.
6. To formulate a systematic hypothesis testing procedure that integrates a balanced research model with precise data analysis requirements.

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Recall core concepts, characteristics, and steps required to construct an effective sampling design.
2. Classify distinct types of research designs and interpret the importance of selecting a good research layout



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3. Classify distinct types of research designs and interpret the importance of selecting a good research layout.
4. Execute a random sampling selection method by applying appropriate probability tools to a target business population.
5. Differentiate between types of research problems and dissect the structural necessity of isolating variables in experimental design.
6. Judge the validity of a structured research proposal and appraise its overall operational significance to business management.
7. Design a comprehensive hypothesis testing pipeline that connects research problem identification to field execution and data interpretation.

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION TO RESEARCH ➤ 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	15
II	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 ➤ Hypothesis testing procedure	15
III	RESEARCH DESIGN ➤ Meaning of research design ➤ Need for research design ➤ Features of a good design ➤ Important concepts relating to research design ➤ Different research design ➤ Basic principles of experimental design	15





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IV	SAMPLING AND TYPES OF SAMPLE DESIGN ➤ What is sampling? ➤ Need for Sampling ➤ Criteria of selecting a Sampling ➤ Characteristics of a good sample design ➤ Steps in sample design ➤ Types of sample design ➤ Different Types of Sampling Methods ➤ How to select a Random Sample?	15
Text Book(s)		
1.		
Reference Books		
1. Donald Cooper & Pamela Schindler: "Business Research Methods" Tata McGraw Hill (9th Edition) 2. Sharon Lohr: "Sampling: Design and Analysis" Duxbury Press 3. Cochran W.G.: "Sampling Techniques" Wiley Eastern 4. Pulak Chakravarty: "Quantitative Techniques for Management and Economics" Himalaya Publishing House 5. Levin & Rubin: "Statistics for Management" Pearson Education 6. Hankey, Wichern & Reitsch: "Business Forecasting" Pearson Education 7. Moshe Ben-horin and Levy: "Statistics- Decision and Applications" Addison Wesley 8. Srivastav, Shenoy and Sharma: "Quantitative Techniques for Managerial Decisions" Wiley Eastern 9. Bernard Ostle and Mensing R. W.: "Statistics in Research" Ith IOWA State University Press 10. Sachadeva J.K.: "Business Research Methodology" Himalaya Publication		
Web Resources		
1. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php		
Required Software(s) (if any)		
Practical(s) (if any)		
Note: Case studies on all of the above units indicating practical applications of the topics concerned must be included as a teaching pedagogy		

L:: Lecture, T:: Tutorial , P::Practical

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

