



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsa Munda Tribal University

राजपिपला, जि. नर्मदा Rajpipla, Dist. Narmada

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce M.Com. Programme

Subject Code & Name: - MC02MDSC04: Research Methodology-II

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	2
Course Code	MC02MDSC04
Course Title	Research Methodology-II
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

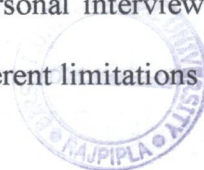
1. To define the primary terminology of statistical processing operations, structural elements of data analysis, and alternative sources of secondary data.
2. To explain the operational differences between a schedule and a questionnaire, as well as the fundamental principles underlying one-way and two-way ANOVA techniques.
3. To execute practical parametric computations, specifically applying the t-test and short-cut methods for Analysis of Variance to business research datasets.
4. To contrast different types of research reports and examine potential problems or errors that typically emerge during coding, editing, and data processing operations.
5. To critique research papers for plagiarism, while evaluating the statistical significance, limitations, and essential precautions required in a final business report synopsis.
6. To formulate a systematic pipeline for research paper publication, detailing every core step from initial data collection to finalizing a submission-ready draft.

Prerequisites (if any)

Learning Outcomes

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

1. Identify diverse primary data collection methods, including personal interviews, telephone interviews, and mail or self-administered questionnaires.
2. Discuss the structural classification, distinct advantages, and inherent limitations encountered when utilizing secondary data source.





बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḍā Drāyabhal Yūnīvārsīṭī

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3. Demonstrate the standard data processing pipeline by accurately resolving common operational constraints and organizing raw statistical figures for analysis.
4. Differentiate between one-way ANOVA and two-way ANOVA execution frameworks based on the data variables under evaluation.
5. Appraise the overall operational significance, structural steps, and practical precautions crucial for compiling a comprehensive research report.
6. Design a complete research prospectus—consisting of an integrated primary data collection approach, data analysis plan, and an ethically compliant synopsis structure.

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	DATA COLLECTION (A) Primary Data: Personal interview, Telephone interview, Mail & Self-administered questionnaire, Schedule v/s Questionnaire (B) Secondary Data: Advantages of secondary data, Sources of secondary data, Classification & Limitations	15
II	PROCESSING AND DATA ANALYSIS ➤ Processing Operations ➤ Some Problems in processing ➤ Elements & Types of Analysis ➤ Statistics in research	15
III	ANALYSIS OF VARIANCE (ANOVA) ➤ What is ANOVA? ➤ Basic principles of ANOVA techniques ➤ t- test ➤ Short-cut method for one way ANOVA ➤ Two-way ANOVA	15
IV	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 ➤ Plagiarism ➤ Research paper publication process	15
Text Book(s)		
1.		



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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

CCE::Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE::Practical Work Examination

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

SEE::Semester End Evaluation

