

SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)
DEPARTMENT OF COMMERCE
M.Phil. (COMMERCE)

I SEMESTER			
DSC1	RESEARCH METHODS IN COMMERCE	18MCCO11	
Hrs./Week: 4	Hrs./Sem: 60	Hrs./Unit: 12	Credits: 4

Objectives

- To gain the various research methods in commerce (social science) research
- To acquire the depth knowledge in the research methods

UNIT - I: Fundamentals of Research

Introduction to Research: - Social Research – Nature, significance – Types of Research – Methods of Research. Research Design – Factors affecting research design – Selection and formulation of a research problem – need and importance of review of literature.

UNIT - II: Data collection methods

Data resources – Census Vs Sample – Primary Vs Secondary – Sampling techniques – Sample size determination – Selection of Appropriate methods for data collection – Questionnaire design – pilot study – pre-testing – Interviews – Scaling techniques – Collecting Government data – Sources.

UNIT - III: Analysis of Data

Processing and analysis – methods – Hypothesis – formulation – testing of hypothesis. Correlation – Regression Analysis – Chi-square – ANOVA – Rating Scales – *t*-test (one variable only) – Interpretation

UNIT - IV: Preparation of Research Report

Preparation of research report – types - layout – essentials of good report format – contents – Editing – Coding – tabulation – steps in drafting report – Annexure – Bibliography.

UNIT - V: Methodology of Teaching

Teaching – Objectives of Teaching – Phases of Teaching Methods: Lecture Methods, Discussion Method, Discovery Learning, Inquiry, Problem Solving Method, Project Method, Seminar – Integrating ICT in Teaching: Individualised Instruction, Ways for Effective presentation with PowerPoint – Documentation – Evaluation: Formative, Summative, Continuous and Comprehensive Evaluation – Later Adolescent Psychology: Meaning, Physical, Cognitive, Emotional Social Moral Development – Teaching Later Adolescents.

(Note:100% Theory)

Text Book:

Research Methodology – Dr. N. Thanulingam and A. Arulanandam, Rainbow Publication, Coimbatore

Reference Books:

1. C.R. Kothari – Research Methodology – Methods and Techniques. The New international (P) Ltd., Publishers – 2005
2. Donald R. Cooper, Business Research Methods, Tata McGraw Hill
3. Wilkinson and Bhandakar – Methods and Techniques of Social research
4. Research Methods for Business Students – Mark Saunderer Philp Lewis – Pearsons Publication Singapore Pvt. Ltd.
5. Business Reseach Methods – William G Zilmund Thomson Asia Pvt. Ltd.
6. Scientific Social surveys and Research – Practice Hall of India P.Ltd. – by Paulin V.Young.
7. Thesis and Assignment Writing by Anderson J.Berry. H.D. & Poole, M.
8. MethodsofSocialSurveyandResearch –KitapGhar, AcharyaNagar, Kanpur – 3. – By S.R.Bajpai
9. Sampath K. Paneerselvan A & Santhanam S (1984) Introduction to educational technology, (2nd revised ed.) Sterling Publishers, New Delhi.
10. Sharma S.R. (2003) Effective class room teaching modern methods, tools & Techniques, Mangal Deep, Jaipur
11. Vedanayagam, E.G. (1989) Teaching methodology for College Teachers, Sterling Publishers, New Delhi.