



UNIVERSITY OF CALICUT

Abstract

General & Academic - Faculty of Commerce and Management Studies- Syllabus for "BCM6B16-Research Methodology" for S.D.E students in lieu of the Project Work, as part of the Outcome Based Education incorporated syllabus for B.Com Programme - Approved - Subject to ratification by Academic Council - Orders issued

G & A - IV - E

U.O.No. 8221/2022/Admn

Dated, Calicut University.P.O, 05.04.2022

*Read:-*1. U.O No.5661/2021/Admn dated 28.05.2021.

2. E-mail dated 27.03.2022 from the Chairman, Board of Studies in Commerce (UG).
3. E-mail dated 02.04.2022 from the Dean, Faculty of Commerce and Management Studies .
4. Orders of the Vice Chancellor in the file of even No. dated 04.04.2022.

ORDER

1. As per the U.O read (1) above, Outcome Based Education (OBE) incorporated syllabus for B.Com programme was implemented w.e.f. 2020 admission onwards.
2. As per the paper read (2) above, the Chairman, Board of Studies in Commerce (UG) forwarded the OBE incorporated Syllabus for paper "BCM6B16 - Research Methodology" for S.D.E students, in lieu of the Project Work for 2020 admission onwards, as part of the OBE incorporated syllabus for B.Com Programme.
3. The OBE incorporated Syllabus for paper "BCM6B16 - Research Methodology" for S.D.E students in lieu of the Project Work, w.e.f. 2020 admission onwards, has been approved by the Dean, Faculty of Commerce and Management Studies, vide paper read (3) above.
4. Considering the urgency of the matter, sanction is accorded by Vice Chancellor to implement the OBE incorporated Syllabus for the paper "**BCM6B16 - Research Methodology**" for S.D.E students in lieu of the Project Work, w.e.f. 2020 admission onwards, subject to ratification by Academic Council.
5. Orders are therefore issued accordingly.

Arsad M

Assistant Registrar

To

1. The Controller of Examinations
2. The Director, School of Distance Education

Copy to: PS to VC/PA to PVC/ PA to Registrar/PA to CE/JCE I/JCE III /EX and EG Sections/GA I F/ F/DF/FC..

Forwarded / By Order

Section Officer

BCM6B16 RESEARCH METHODOLOGY
(For those who do not opt for project/SDE students)
Teaching Hours: 4, Credit: 2
Internal: 15, External: 60, Examination: 2 Hours

Course Objectives:

1. To impart basic understanding of the basic statistical tools and techniques.
2. To make students aware of the methods of data collection and its processing
3. To provide students with practical insights on sampling techniques.
4. To make students capable of statistical analysis and interpretation.
5. To make them aware of the process of Report Writing.

Unit I : Introduction to Research: Introduction to Research and Statistics: Role of Research in Business, Value of Information, Cost of Information, Decision to Conduct Research, Research Design, Types of Research, Research Process. (10 Hours, 4 marks)

Unit II: Sources of Data: Primary and secondary data - Sources of Secondary Data, Scales of Measurement, Validity and Reliability. (8 Hours, 4 marks)

Unit III: Primary Data Collection: Observation and Its Different Types, Selection of Method of Data Collection, Qualitative Research Methods: Focus Group, Behaviour Mapping, Consumer Journey, Delphi Study, Extreme Users' Interview, Quantitative Research Methods: Various Types of Interviews: Mail Interview, Person to Person Interviews, Telephonic Interviews. Data collection using Electronic Interface like the Internet, Pilot Survey and Its Conduct, Components and Design of Questionnaire, Open ended question Vs. Multiple choice questions. (20 Hours, 15 marks)

Unit IV: Sampling: Population Defined, Sampling Frame, Sampling Vs. Census, Steps in Selecting a Sample. Types of Sampling Methods: Probabilistic: Simple Random Sampling Stratified Random Sampling, Cluster Sampling. Non-Probabilistic: Convenience Sampling, Judgment Sampling and Quota Sampling, Determination of Sample Size, Concepts of Errors in Research - Sampling and Non-Sampling Errors and Measures to Reduce Errors. (16 Hours, 10 marks)

Unit V: Module V: Report Writing and Evaluation-Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of Using References, Documentation: Footnotes and Bibliography, Writing the Report, Typing the Report, briefing, Evaluation of a Research Report. (10 Hours, 7 marks)

Course Outcomes:

1. Students get insights on the practical application of various statistical tools and techniques in use.
2. Students learn how data collections are made in practical life.
3. Awareness of sampling methods helps to undertake scientific studies in life.
4. Students learn how to interpret on data based on statistics.
5. Students get practical insights on report writing and its important points.
