

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

Faculty of Commerce

RESEARCH METHODOLOGY (50% weight age)

UNIT I	<p>An Introduction ,Meaning of Research ,Objectives of Research ,Motivation in Research ,Types of Research ,Research Approaches ,Significance of Research , Research Methodology, ,Research Methods versus Methodology , Research and Scientific Method , Importance of Knowing How Research is Done ,Research Process , Criteria of Good Research , Problems Encountered by Researchers in India.</p> <p>Research Problem, Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem, Hypothesis formulation.</p>
UNIT II	<p>Research Proposal, Purpose of Research Proposal, Types of Research Proposal, Development of Research Proposal, Contents of research Proposal, Evaluation of Research Proposals.</p> <p>Meaning of Research Design, Need for Research Design , Features of a Good Design ,Important Concepts Relating to Research Design ,Different Research Designs ,Basic Principles of Experimental Designs ,Conclusion ,Developing a Research Plan</p>
UNIT III	<p>Census and Sample Survey ,Implications of a Sample Design ,Steps in Sampling Design ,Criteria of Selecting a Sampling Procedure ,Characteristics of a Good Sample Design ,Different Types of Sample Designs ,Random Sample, Random Sample from an Infinite Universe, Complex Random Sampling Designs, Need for Sampling ,Some Fundamental Definitions ,Important Sampling Distributions ,Central Limit Theorem ,Sampling Theory ,Sandler's A-test ,Concept of Standard Error ,Estimation ,Estimating the Population Mean () μ, Precision Rate and Confidence Level.</p> <p>Measurement and Scaling Techniques, Collection of Primary Data ,Observation Method ,Interview Method ,Collection of Data through Questionnaires ,Collection of Data through Schedules ,Difference between Questionnaires and Schedules ,Some Other Methods of Data Collection ,Collection of Secondary Data ,Selection of Appropriate Method for Data Collection ,Case Study Method , Guidelines for Constructing Questionnaire/Schedule, Guidelines for Successful Interviewing, Difference between Survey and Experiment</p>
UNIT IV	<p>Processing Operations ,Some Problems in Processing ,Elements/Types of Analysis ,Statistics in Research ,Measures of Central Tendency ,Measures of Dispersion ,Measures of Asymmetry (Skewness) ,Measures of Relationship ,Simple Regression Analysis ,Multiple Correlation and Regression ,Partial Correlation ,Association in Case of Attributes, Other Measures, Analysis of Variance and Covariance</p> <p>Basic Concepts Concerning Testing of Hypotheses ,Procedure for Hypothesis Testing ,Flow Diagram for Hypothesis Testing ,Measuring the Power of a Hypothesis Test ,Tests of Hypotheses ,Important Parametric Tests ,Hypothesis Testing of Means ,Hypothesis Testing for Differences between Means ,Hypothesis Testing for Comparing Two Related Samples ,Hypothesis Testing of Proportions ,Hypothesis</p>

	<p>Testing for Difference between Proportions ,Hypothesis Testing for Comparing a Variance to, Some Hypothesized Population Variance ,Testing the Equality of Variances of Two Normal Populations ,Hypothesis Testing of Correlation Coefficients ,Limitations of the Tests of Hypotheses, Important Nonparametric or Distribution-free Test ,Relationship between Spearman's r_s and Kendall's W ,Characteristics of Distribution-free or Non-parametric Tests ,Conclusion, Chi-square Test</p>
UNIT V	<p>Growth of Multivariate Techniques, Characteristics and Applications , Classification of Multivariate Techniques , Variables in Multivariate Analysis, Important Multivariate Techniques ,Important Methods of Factor Analysis ,Rotation in Factor Analysis , R-type and Q-type Factor Analyses, Path Analysis</p> <p>Meaning of Interpretation, Why Interpretation? , Technique of Interpretation:, Precaution in Interpretation , Significance of Report Writing , Different Steps in Writing Report , Layout of the Research Report , Types of Reports, Oral Presentation , Mechanics of Writing a Research Report , Precautions for Writing Research Reports</p>

Syllabus : Commerce Specific

Unit-I- Business, Commerce, Trade, Various business organizations, Business Environment, Environmental Factors- Culture, political, economical, demographic, and legal, LPG Policy, Industrial Policy, International Business Environment, WTO, IMF, World Bank, India's Foreign trade, Exim Policy of India, Information and communication technology and its role in economic development.

Unit-II- Basic Accounting concepts, rules, Indian Accounting Standards, Accounting Principles, Issue of Shares, Mergers & Acquisitions, Capital & revenue expenditure & income, Financial statements, Ratio Analysis, cash flow and fund flow statements, Cost elements, Marginal Costing, standard Costing, Budgets & Budgetary Control system, Zero base Budgeting
Financial Management, Finance Function, Capital Structure, Capital Budgeting, Working Capital Management, Cash, receivables and Inventory Management.

Unit-III Company-types, promotion, meetings, shares, debentures, winding up procedure. Auditing- objectives, merits and limitations, types, internal check system, verification, investigation, audit report, Business Management, Planning Organization, Staffing, Leadership, Motivation, Controlling, Corporate Governance, Change Management, New trends in management.

Unit-IV Marketing-Concept, importance, marketing mix, product life cycle, sales management, sales quota, sales planning , Advertising, medias of advertising, testing of advertising, Marketing research, objectives, steps in Marketing, research questionnaire, interview, Types of data, sources of data, Sampling, Data analysis & interpretation, report writing, product decision, Distribution Channel.

Marketing segmentation, new product development, marketing Information System, Branding & Packaging.

Unit-V- Financial Sector - Banking in India, Public Sectors Banks, RBI , NABARD, RRBs, Credit and monetary policies Co-Operative Banks, Banking Sectors reforms, E- Banking, Development Banks, IDBI, IFCI, SIDBI, SFCs.

Human Resource Management- Role & Functions Human Resource Management, HR planning, recruitment & selection, Training, Promotion, incentives, performance Appraisal, Workers Participation in Management.
