

P.G. DEPARTMENT OF COMMERCE
DEVA MATHA COLLEGE, KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



SYLLABUS

ADD-ON COURSE

in

RESEARCH CAPABILITY ENHANCEMENT

(For III B.Com. students)

Academic Year: 2021-2022



DEVA MATHA COLLEGE KURAVILANGAD

DEPARTMENT OF COMMERCE

Add on Courses offered for Students : 2021-2022

- **Digital Marketing and Online Business - *for II DC Students***
DMCK/ COM/AD 06/2021
- **Research Capability Enhancement - *for III DC Students***
DMCK/ COM/AD 07/2021
- **IIPG-Data Analytics Using R- 14 - *for PG Students***
DMCK/STATS/AD 38/2021
- **IPG-Certificate Course in Mutual Fund Distribution**
DMCK/ COM/AD 08/2021

Department Coordinators : Ms. Soumya Sebastian (UG)
Mr. Renny A. George(PG)

Title	:Research Capability Enhancement
Instructional Hours	:30 Hours
Duration	:3 months
Mode of Instruction	:Online, Offline
Intake Capacity	:50
Eligibility	:+2

DEVA MATHA COLLEGE KURAVILANGAD

ADD-ON COURSE FOR THE AY 2021-22

Course Objective

This course aims to guide final year B.Com students towards achieving competence and proficiency in the theory and practice of research. This fundamental objective can be realised through helping these students to develop the subject of their research, make review on available literature, formulate objectives and questionnaire and make basic statistical analysis using software's, develop skills required in writing research reports and creating and awareness on the concept of plagiarism and proper way of citations and referencing.

Module 1: Research Formulation and Design

Identification and Formulation of Research Problem - Sources of research problems - Primary data study & Secondary data study – formulating title of study, objectives - preparation of synopsis- Sampling techniques & determining sample size (4hrs)

Module 2: Data Collection and Analysis

Review of Literature and Identification of Variables - Review & presentation of literature and linking it with research gap - variables - independent and dependent - Research Design Designing of Data Collection Tools-Development of Questionnaire - level of measurement - types of rating scales - Likerts scale -validity-reliability (Cronbach alpha)Performing statistical analysis manually, Computing Mean, SD, Cross Tabulation, Mean Percentage Scores, Ranking methods- Linking analysis to variables - writing interpretation/inferences (10hrs)

Module 3: Tools for Data Analysis

Tools for Data Analysis - Primary Data - Basic Statistical analysis using excel-Entering data in spss and performing basic statistical analysis Tools for Data Analysis - Secondary Data - Basic analysis - Tools-Correlation, Regression etc. Formulation of Hypothesis - Chi-square, t-test, ANOVA- Interpretation of results (10hrs)

Module 4: Referencing

References & Bibliography - Referencing Styles - APA - Use of Referencing software's - Mendeley - Avoiding Plagiarism. (3hrs)

Module 5: Research report writing

Presentation of Research Report - Preparation & Writing -Steps in report writing - Layout of research report-Style formatting for tables & Graphs-Footnotes and bibliography- Appendices - Rule for Typing the Report- Format of Preliminary pages. (3hrs)

Course Outcome

- Enable students understand the different steps to be undertaken in a research work such as defining research problem, evaluating literatures, formulating questionnaire, collecting data and doing basic analysis.
- Discuss how to cite sources, using the American Psychological Association (APA) style, and justify this choice.
- Consider the kind of language to use in an academic written work and how to avoid plagiarism

References

- Kothari, C.R., 1990. Research Methodology: Methods and Techniques. New Age International.
- Statistical Methods for Research, Prof. K. Kalyanaraman, Prentice Hall Pvt. Ltd
- Research Methodology in Social Sciences, O R Krishnaswamy, Himalaya Publishing House
- Business Research Methodology, Sashi K Gupta &PraneetRangi, Kalyani Publishers
- Research methodology, R. Paneerselvam, Prentice Hall of India
- Tests, Measurements and Research Methods in Behavioural Science, A K Singh, BharathBhawan Publishers and Distributors.
- Research in Education, John W Best and James V Kahn , Pearson education
- Designing and constructing instruments for social research and evaluation, David Colton and Robert W. Covert, John Wiley & Sons. Inc

Mode of Evaluation

Assignments, Final Examination

Grading

Grading Scale	Grade
90-100%	A
80-89.9%	B
70-79.9%	C
60-69.9%	D
50-59.9%	E
0-49.9%	F

Resource Persons and Topics

Sl. No	Topic	Name of Faculty engaged the session
1	Identification and Formulation of Research Problem - Sources of research problems Primary data study & Secondary data study title of study, objectives - preparation of synopsis	Jithin Joy
2	Sampling techniques & sample size References & Bibliography - Referencing Styles - APA - Use of Referencing Softwares Mendeley- Avoiding Plagiarism.	Sherin Cyriac
3	Review of Literature and Identification of Variables - Review & presentation of literature and linking it with research gap - variables independent and dependent - Research Design	Fr. Dinoy Mathew
4	Designing of Data Collection Tools-Development of Questionnaire - level of measurement - types of rating scales - Likerts scale - validity-reliability (Cronbach alpha)	Anu P Mathew
5	Tools for Data Analysis - Primary Data - Basic Statistical analysis (Manually/using excel/spss) - Mean SD, Cross Tabulation, Mean Percentage Scores, Ranking methods.. Linking analysis to variables - writing interpretation/inferences	Renny A George
6	Formulation of Hypothesis - Chi-square, t-test, ANOVA... Interpretation of results	Anish Thomas
7	Tools for Data Analysis - Secondary Data Basic analysis - Tools-Correlation, Regression etc.	Jithin Joy
8	Presentation of Research Report - Preparation & Writing -steps in report writing - Layout of research report. Style formatting for tables & Graphs- footnotes and bibliography-Appendices - Rule for Typing the Report&Preliminary pages.	Soumya Sebastian



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