

Course Structure of M.Com under CBCS

IV Semester

S.No.	Paper code	Title	contact Hours	Credits	Intrenal	External	Total
1	401	Business Research Methods	5	5	20	80	100
2	402	International Business	5	5	20	80	100
410: Accounting and Finance - Electives							
3	411	Financial Services Management	5	5	20	80	100
4	412	Strategic Financial Management	5	5	20	80	100
5	413	Financial Derivatives	5	5	20	80	100
420: Marketing Management - Electives							
3	421	Retail Marketing	5	5	20	80	100
4	422	Global Marketing	5	5	20	80	100
5	423	Services Marketing	5	5	20	80	100
430: Human Resource Management - Electives							
3	431	Human Resource Development	5	5	20	80	100
4	432	Leadership and Change	5	5	20	80	100
5	433	Strategic Human Resource Management	5	5	20	80	100
6	406	Open Elective - 2* / Project Work and Viva-Voce*	4	4	20	80	100
7	407	Seminars and Tutorials	2	1		50	50
		Attendance		1			
		Total	31	31	120	530	650

* Every student admitted in M.Com programme under CBCS has to select one course from the Open Elective Courses offered by the University or Project Report preparation under the guidance of the Department in the Fourth Semester other than the course offered by the Dept of Commerce & Business Management

**MASTER OF COMMERCE- FOURTH SEMESTER
401- BUSINESS RESEARCH METHODS**

(Common to M.Com and M.Com-Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

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- Unit-I:** **Introduction-** Business Research: Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.
- Unit-II:** **The Research Process-** Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition- Theoretical Framework- -Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis
- Unit-III:** **The Research Design-** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales Rating Scales- Ranking Scales- Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.
- Unit-IV:** **Collection and Analysis of Data -**Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews- Observational Surveys- Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires. Data Analysis: An overview of Descriptive, Associational and Inferential Statistical Measures.
- Unit-V:** **The Research Report-** -Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report- Oral Presentation- Visual Aids-The Presenter-The Presentation and Handling Questions

Suggested Readings

1. Uma Sekaran, **Research Methods for Business–A Skill Building Approach**, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
2. William G. Zikmund, **Business Research Methods**, Thomson Business Information India Pvt. Limited, Bangalore, 2005.

References

1. Donald R Cooper and Pamela S Schindler, **Business Research Methods**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2007
2. Wilkinson & Bhandarkar: **Methodology and Techniques of Social Science Research**, Himalaya Publishing House, 1996
3. C.R. Kothari, **Research Methodology – Methods & Techniques**, Vishwa Prakashan, New Delhi, 2003


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B.Com. VI Semester - Paper PR : RESEARCH METHODOLOGY & PROJECT REPORT

Objective: To introduce the basics of conducting research in social sciences.

UNIT-I: INTRODUCTION, MEASUREMENT AND HYPOTHESIS TESTING:

Meaning of Research-Steps involved- Identification of Problem- Steps involved in the selection of problem-Research Design-Meaning and Types- Measurement Levels/Scales - Scaling Techniques- Hypothesis-Meaning - Types - Testing Procedure.

UNIT-II: PARAMETRIC AND NON-PARAMETRIC TESTS AND RESEARCH REPORT:


Introduction-t-Test-F-Test-Chi Square Test-Anova(One-Way Anova, Two-Way Anova). Contents of a Research Report. (Concepts only)

SUGGESTED READINGS:

1. Research Methodology: Himalaya Publications.
2. Methodology of Research in Social Sciences: Krishna Swamy,
3. Research Methodology: Kothari & Garg, New Age Publication
4. Research Methodology: Pancerselvam R, PHI
5. Reading in Research Methodology in Commerce & Business Management: Achalapathi KV,
6. Research Methodology: Sashi.K Gupta, Praneeth Rangi, Kalyani Publishers.

GUIDELINES FOR PROJECT WORK

- 1) Project work is a part of the prescribed curriculum to B. Com students.
- 2) Project work is allotted to a group of 4 students.
- 3) During the IV semester, students are expected to undergo internship at a business firm/ Government Department /Software organization/Voluntary organization as per the guidance of teacher concerned.
- 4) Students should get a certificate from the organization.
- 5) At the end of Semester-VI, the project reports would be evaluated by the external examiner designated by the Controller of Examinations, from the panels submitted by the Board of Studies in Commerce. The Examiner would evaluate the project reports for a maximum of 35 marks and conduct Viva-Voce examination for 15 marks. The award lists duly signed would be sent the Controller of Examinations.
- 6) Examiners will examine the following in the project report: i) Survey/Analysis on the topic chosen; ii) Method of data collection; iii) Presentation: Style, Comprehensiveness, graphs, charts etc.; iv) Analysis and inference and implications of the study; v) Bibliography.
- 7) Students must ensure that they maintain **regular contact with their supervisor** and also that they provide the supervisor with drafts of their work at regular intervals.
- 8) Students are required to submit a project report on a topic related/connected with trade, industry & commerce. Project can be done by taking the information from the select organization focusing on areas like marketing, finance, human resource, operations, general management etc.
- 9) Project should be a practical, in-depth study of a problem, issue, opportunity, technique or procedure or some combination of these aspects of business. The Students are required to define an area of investigation, assemble relevant data, analyse the data, draw conclusions and make recommendations.


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