

Programme Code:	B.Com			Programme Title:	Bachelor of Commerce (AIDED & SELF FINANCING)	
Course Code:	23UCO3VA			Title	Batch:	2023– 2026
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	-	INTRODUCTION TO RESEARCH	Semester:	III
					Credits:	2**

Course Objective

To understand the basics of Business Research

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire knowledge on the basic framework of research process, research Design	*K1
CO2	Understand the Nature of Research Designs.	*K2
CO3	Use an appropriate letter format, business writing style and apply conventions to standard business letter. s.	*K3
CO4	Analyze and inculcate the Formulation of Research Problem and Development of Research Hypotheses	*K4
CO5	Summarize the knowledge of Data Processing, Fieldwork validation, Data Editing and Coding.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	M	H	H	H	H
CO2	M	M	H	H	H	H	H	H	H	H
CO3	L	M	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	M	M	H	H	H	M	M	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to Research - Definition – Types of Research – Process of Research – Formulation of Research Problem and Development of Research Hypotheses.	10
Unit II	Research Designs: Exploratory and Descriptive – Nature of Research Designs – Formulation of Research Design.	10
Unit III	Methods of Data collection –Primary and Secondary Data-Sources - Questionnaire, Interview Observation- Sampling Concepts - Sampling Design – Probability Sampling Design – Non-Probability - Sampling Designs	10
Total Contact Hrs		30

Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

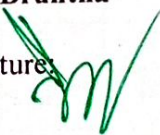
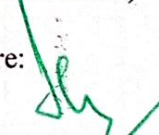
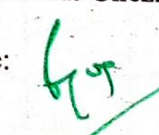
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Text Book

1. Kothari C.R. Second revised edition, (2019) Research methodology Methods and Techniques New Age International Publishers, New Delhi.

Reference Books

1. Pattan Shetty C S and Ramash M S ,(2021) Effective Business English and Correspondence R.Chand & Co., New Delhi.
2. Thanulingom N ,(2023) Research Methodology Himalaya Publishing House, Chennai.
3. Rajendra Pal and J.S.Korlahalli,(2019) Eleventh edition, Essentials of Business Communication SultanChand& sons, New Delhi

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
r.S.Kaleeswari 	Name: Dr.P.Bruntha  Signature:	Name: (Mr.K.Srinivasan)  Signature:	Name: (Dr.R.Manicka Chezian)  Signature:

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