

***Revised Syllabus of Courses of B.Com. (Banking and Insurance)  
Programme at Semester V  
with effect from the Academic Year 2018-2019***

***3. Ability Enhancement Course (AEC)***

**1. Research Methodology**

***Modules at a Glance***

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Research	10
2	Data Collection and Processing	15
3	Data Analysis and Interpretation	15
4	Advanced Statistical Techniques	15
5	Research Report	05
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	<b>Introduction to Research</b>
	<ul style="list-style-type: none"> <li>• Meaning, Objectives and Importance of Research</li> <li>• Types of Research</li> <li>• Research Process.</li> <li>• Characteristics of Good Research</li> <li>• Hypothesis-Meaning, Nature, Significance, Types and Sources.</li> <li>• Research Design– Meaning, Definition, Need and Importance, Steps, Scope and Essentials of a Good Research Design.</li> <li>• Sampling– a) Meaning of Sample and Sampling, b)Methods of Sampling               <ul style="list-style-type: none"> <li>i) Non-Probability Sampling–Convenient, Judgment, Quota, Snow ball</li> <li>ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.</li> </ul> </li> </ul>
2	<b>Data Collection and Processing</b>
	<ul style="list-style-type: none"> <li>• Types of Data and Sources-Primary and Secondary Data Sources</li> <li>• Methods of Collection of Primary data               <ul style="list-style-type: none"> <li>a. Observation- i) structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)</li> <li>b. Experimental i)Field ii) Laboratory</li> <li>c. Interview – i) Personal Interview ii) focused group, iii) in- depth interviews Method</li> <li>d. Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>e. Survey instrument– i) Questionnaire designing.                   <ul style="list-style-type: none"> <li>a. Types of questions–i) structured/close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions.</li> <li>b. Scaling techniques- i )Likert scale, ii) Semantic Differential scale.</li> </ul> </li> </ul> </li> </ul>
3	<b>Data Analysis and Interpretation</b>
	<ul style="list-style-type: none"> <li>• Processing of Data– Meaning &amp; Essentials of i) Editing ii) Coding iii) Tabulation</li> <li>• Analysis of Data-Meaning, Purpose, Types.</li> <li>• Interpretation of Data-Essentials, Importance, Significance and Descriptive Analysis</li> <li>• Testing of hypothesis– One Sample T- Test, ANOVA, F- test, Chi Square and Paired Sample Test</li> </ul>
4	<b>Advanced Statistical Techniques</b>
	Introduction, Characteristics and Application of <ul style="list-style-type: none"> <li>• Correlation and Regression Analysis</li> <li>• Factor Analysis</li> <li>• Cluster Analysis</li> <li>• Discriminant Analysis</li> <li>• Multidimensional Scaling</li> </ul>
5	<b>Research Report</b>
	<ul style="list-style-type: none"> <li>• Report writing – i) Meaning, Importance, Structure, Types, Process and Essentials of a Good Report.</li> </ul>