

M.PHIL/ Ph.D in COMMERCE
PART I SYLLABUS [effective from the academic year 2006-2007]
PAPER I RESEARCH METHODOLOGY

UNIT I

Nature and scope of Research in Business – Types of Research – Significance – Research Process – Characteristics of good Research.

UNIT II

Problem identification and selection – Research Design – meaning, need, features of good design – Different types of research design – Developing a research plan; Framing and testing of hypothesis.

UNIT III

Sampling design, Procedures and Types – Scaling techniques, rating scales – attitude scales- Likert, Thurstone and Guttman scales.

UNIT IV

Methods of data collection – primary and secondary data – Sources: Questionnaire, Interview, Observation, Mail and E-Mail Surveys – Pilot study and pre-testing – Internet Sources - Data bases – Web sites available for data collection.

UNIT V

Report Writing – Layout of the report – Analysis and Interpretation – Types of report – Steps in writing the report – Evaluation of report

Reference:

1. Emory – Business Research Methods
2. Goode & Had – Methods of Social Research, Mc Graw Hill
3. C.R.Kothari - Research Methodology – Methods and Techniques –New age International Publishers
4. Murdick – Business Research Concept and Practice
5. Therese L Backer – Doing Social Research, Mc Graw Hill
6. Wilkinson & Bhandekar – Research methodology in social sciences.
7. Rummel & Ballaine: Business Research Methods.
8. Bajabai – Business Research Methods
9. Dr. Amarchand – Research Methods.

BHARATHIAR UNIVERSITY : COIMBATORE 641 046

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PAPER II STATISTICAL ANALYSIS FOR BUSINESS RESEARCH

UNIT I

Business Statistics - Meaning and Definition - Scope and functions – advantages and limitations – Meaning of data, variables, random variable, population and sampling techniques – Measures of central tendency – mean, median – Measures of dispersion – Standard deviation and Co-efficient of Variation.

UNIT II

Correlation analysis - simple, rank, Partial and multiple correlation - Auto correlation - Regression analysis - simple linear regression, Use of dummy variables

UNIT III

Testing of hypothesis – Z test – T test – Chi-square test – F test and ANOVA

UNIT IV (Theory only)

Multivariate analysis; Principal component Analysis – factor analysis – discriminate analysis – cluster analysis and path analysis.

UNIT V

Non parametric statistics in Data analysis - The Sign test – Runs test – Mann – Whitney – U Test – Kruskal – Wallis Test – Time series analysis

The question paper shall consist of 40% Theory & 60% Problem.

REFERENCES:

1. Levin and Rubin – Statistics for Management
2. S.P.Gupta – Statistical Methods
3. Kendall – Multivariate Analysis.
4. M.Manoharan – Statistical Methods
5. Sanchetti & Kapoor – Advanced Statistical Methods.