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B.Com Honours

Semester VI

Calicut University

METHODOLOGY FOR BUSINESS RESEARCH

Course Code: COM6CJ306 • Module 1 Notes

Module I: Introduction to Research & Research Ethics

Covers concepts of business research, features, objectives, types of research, inductive vs deductive reasoning approaches, research ethics, plagiarism prevention, and stages of research process.

Unit 1: Introduction, Features, Objectives, & Types of Research

Business Research: Systematic, objective, & scientific process of gathering, recording, & analyzing data to solve business problems and guide managerial decision-making. Types: Exploratory, Descriptive, Causal/Explanatory, Applied vs Basic/Pure Research, Qualitative vs Quantitative.

Unit 2: Reasoning Approaches (Induction vs Deduction)

- 1. Inductive Approach (Bottom-up):** Moves from specific empirical observations to general pattern detection → theory building.
- 2. Deductive Approach (Top-down):** Moves from general existing theory → hypothesis formulation → empirical testing & validation.

Unit 3: Research Ethics & Plagiarism Prevention

Ethical Principles: Integrity, objectivity, informed consent, confidentiality, avoiding fabrication & falsification of data. Plagiarism: Presenting another's ideas/work as one's own without attribution. Prevention via anti-plagiarism tools (Turnitin, Urkund).

Unit 4: Phases of the Research Process

Sequential Stages: 1. Problem Identification → 2. Literature Review → 3. Formulating Hypotheses → 4. Research Design & Sampling → 5. Data Collection → 6. Data Analysis → 7. Report Preparation.

Practical Case Framework 1 (Inductive vs Deductive Reasoning Structural Comparison Matrix): Compare reasoning direction, starting point, research approach bias, and typical outcome.

Inductive vs Deductive Research Approaches Table:		
Reasoning Dimension	Inductive Research Approach	Deductive Research Approach
Reasoning Direction	Bottom-Up (Specific to General)	Top-Down (General to Specific)
Starting Point	Real-world data & empirical observation	Existing theoretical framework
Primary Goal	Developing new concepts & theories	Testing & validating hypotheses
Data Type Preference	Qualitative / Exploratory data	Quantitative / Structured data

Practical Case Framework 2 (Phases of Research Process Execution Matrix): Detail research stage, key operational activity, and primary deliverable output.

7-Stage Research Process Flowchart Table:

Research Phase	Core Operational Activity	Phase Deliverable Output
1. Problem Definition	Identify management dilemma & research gap	Clear Statement of Research Problem
2. Research Design	Select sampling method, sample size, & scale	Formal Research Plan Document
3. Data Analysis	Apply statistical tests (t-test, ANOVA, Regression)	Hypothesis Test Results & Findings

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