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B.Com Honours

Semester 6

Calicut University

METHODOLOGY FOR BUSINESS RESEARCH

Course Code: COM6CJ306 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM6CJ306

Course Title: METHODOLOGY FOR BUSINESS RESEARCH

Course Type: Major

Academic Level: 300-399

Credits: 4 Credits

Course Summary: The Course is intended to provide an understanding and insight into the basic concepts of research, the tools and techniques, stages in the research process and preparation of research report 89

Module I: Introduction to Research

- **Unit 1:** Introduction to Research-Features-Objectives-Importance-Scope-Types of Research
- **Unit 3:** Approaches in Research- Induction and Deduction
- **Unit 3:** Research Ethics-Practices- Plagiarism
- **Unit 4:** Phases of Research

Module I: Interview Schedule

- **Unit 3:** Pre-testing- Pilot Study

Module I: Illustrations and cases An P Project Case analysis Examination

CO3 Impart skills to analyse the real time data (economic/social/legal) to explore and undertake business decisions. **AnP Project Assignment**

- **Unit 92:** CO4 Make the students capable to evaluate the impact of political, economic, social, technological, legal, ecological environment on business decisions taken by firms EP Project Case analysis * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)
Detailed Syllabus: UnitContentHours

Module I: II

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