

Paper Code and Name	PH63T101 Research Methodology
COURSE OUTCOMES (COs)	
After completing this paper, the students will be able to:	
CO1	Develop knowledge base in identifying relative advantages of alternative research method.
CO 2	Develop intellectual abilities of designing research scheme suiting conflicting stakeholder interest.
CO 3	Equip abilities of designing and developing alternative models of data manipulation.
CO 4	Enhance abilities of data analysis and interpretation.
CO 5	Build acumen of effective report preparation and presentation.

PARTICULARS	Teaching Hours (Max. 64)
Unit 1: Research Methodology: An Introduction	
Meaning objectives and types of research significance of research basics of applied research Social Science Research and difficulties research process criteria of good research	12 Hours
Unit 2: Sampling Techniques & Its Methods:	
Meaning and significance nature of sampling population v/s sampling, sampling size sampling frame cluster sampling methods of sampling probability sampling simple random sampling stratified random sampling cluster Sampling and multistage sampling and non probability sampling deliberate sampling convenience sampling snowball sampling find quota sampling sampling error	8 Hours
Unit 3: Research Methods:	
Introduction experiment and surveys collection of primary data difference between questionnaire and schedule methods of data collection Primary and secondary observation experimentation interviewing surveys are questionnaires content analysis methods of collecting secondary data Tools and techniques	6 Hours
Unit 4: Hypotheses Testing:	
Meaning of hypothesis and reason for developing hypothesis null and alternative hypothesis hypothesis framing Type 1 and type 2 error level of significance procedure for hypothesis testing power of testing limitation of the test of hypothesis	
Unit 5: Interpretation and Report Writing:	
Meaning of interpretation techniques of interpretation report writing and its significance process of report writing layout of the Research report types of reports.	
References:	
<ol style="list-style-type: none"> 1. CR Kothari and Gaurav Garg ,Research methodology New Age International Publication New Delhi 2. 2.Ranjeet Kumar research methodology of sage Publication-2005 	

Paper Code and Name	PH63T102 CONTEMPORARY ISSUES IN BUSINESS RESEARCH
COURSE OUTCOMES (COs)	
After completing this paper, the students will be able to:	
CO1	Identify relative advantages of alternative data source.
CO 2	Design effective means of measuring event performance.
CO 3	Design the effective methods of measuring operating performance.
CO 4	Develop intellectual abilities of incorporating econometric models in business research.
CO 5	Optimise the use of alternative econometric test to enhance the quality of research reports.

PARTICULARS	Teaching Hours (Max. 64)
Unit 1: Introduction:	
Meaning , nature and managerial value or business research, applied and basic business research, types of business research -explorative, descriptive, causal. experiments, Stages In the business research; contemporary research issues in business - procurement. operations, marketing, HR, finance, Governance. etc Formulation of business research problem	12 Hours
Unit 2: Sources of data in business research:	
Primary sources or Data sampling size of sample and response rate types of sampling techniques sampling error case studies need and significance silent features of effective interview schedule and questionnaire development of interview schedule and questionnaires rating scale field studies types of secondary data time series data cross section data longitudinal of micro panel data sources of secondary data internet government Agencies International Agencies private organisation or an individual accuracy of data measurement scale of variables ratio scale interval scale ordinal scale nominal scale	8 Hours
Unit 3: Financial Analysis Tools:	
Financial data adjustment development of trends and percentage as common size and comparative financial statements nature and classifications of financial ratios measuring operating performance return on cash adjustment acids return on sales return on market value of assets cash flow return on assets use of percentage change to detect at normal operating performance I am adjustment and inflationary adjustment ratio DU point analysis, Measurement of financial productivity ratio analysis in service sector banks spread analysis and car Carmel analysis ratio analysis in insurance power transportation hospitals educational institutions detecting abnormal operational performance	6 Hours
Unit 4: Event Study Methodology -:	
Concept and Significance of event studies; announcement and estimation period, model specification and computation of stock returns in the short run; detecting long run abnormal stock returns-long run CAR, Three factor model and	

BHAR model; control-" approach, calendar time approach; scope and intercept estimation; AAR and CAR testing significance; standardised AA (SAR)	
Unit 5: Basics of Econometrics :	
Meaning and importance of Econometrics; types of econometrics; methodology of econometrics; application of regression analysis to business research - some basic ideas of two-variable and three-variable models; multiple regression analysis - meaning and its assumptions; meaning of dummy variable, multi-collinearity, heteroscedasticity and autocorrelation; panel data regression models	
References: <ol style="list-style-type: none"> 1. Damodar Gujarati, Dillip N Porter and Sangeetha Gunasekar, BASIC Econometrics, McGraw Hill, New Delhi. 2. George Tjind Schleifer, Essential of Financial Analysis. John Wiley Publications. New Delhi 3. Frank Faboul, Financial Management and Analysis, Wiley Publications, New Delhi 4. Robert C Higgins, Analysis for Financial Management, McGraw Hill, New Delhi. 5. Simon Benninga, Financial Modelling. MIT Press, New York 	