

Syllabus for the Ph.D. Entrance Examination

Commerce (Research Methodology Paper)

Syllabus

Course Description

This paper is intended to evaluate the candidate's understanding of research foundations, methodology, and application in the field of Commerce and allied disciplines. It emphasizes research design, data collection, statistical analysis, and interpretation of results with a focus on business and commerce-related problems. The course prepares candidates to undertake independent and ethical research at the doctoral level.

Learning Outcomes

After completing this course, candidates will be able to:

- Understand and apply the principles and methods of research in commerce.
 - Formulate research problems, hypotheses, and objectives systematically.
 - Utilize appropriate tools and techniques for data collection and analysis.
 - Interpret statistical results for decision-making and academic reporting.
 - Prepare a comprehensive research report conforming to ethical and academic standards.
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Detailed Syllabus

Unit I: Introduction to Research in Commerce

1. Meaning, nature, and objectives of research
2. Significance and role of research in commerce and management decisions
3. Types of research – fundamental, applied, descriptive, analytical, quantitative, and qualitative
4. Research process and steps in problem-solving
5. Ethics in research and plagiarism awareness

Unit II: Research Problem, Design, and Hypothesis

1. Identification and formulation of research problems in commerce
 2. Review of literature – sources, purpose, and methods
 3. Research design – exploratory, descriptive, and causal research
 4. Concept and types of hypotheses
 5. Measurement and scaling techniques – reliability, validity, and standardization
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Unit III: Sampling and Data Collection

1. Population, sample, and sampling frame
 2. Probability and non-probability sampling techniques
 3. Determination of sample size and sampling errors
 4. Sources of data – primary and secondary
 5. Tools and methods of data collection – questionnaire, interview, observation, and schedules
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Unit IV: Data Analysis and Interpretation

1. Editing, coding, and classification of data
 2. Descriptive statistics – mean, median, mode, dispersion, skewness, and kurtosis
 3. Inferential statistics – correlation, regression, and hypothesis testing
 4. Parametric and non-parametric tests – t-test, F-test, chi-square, ANOVA
 5. Application of software tools (SPSS, Excel, R) in data analysis
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Unit V: Report Writing and Research Presentation

1. Components and structure of a research report
 2. Style and format of thesis/dissertation writing
 3. Bibliography and referencing styles – APA, MLA, Chicago
 4. Research ethics, publication standards, and plagiarism checking tools
 5. Presentation of findings through charts, tables, and visuals
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Suggested Reading

- C.R. Kothari & Gaurav Garg – *Research Methodology: Methods and Techniques*
- Uma Sekaran & Roger Bougie – *Research Methods for Business*
- Ranjit Kumar – *Research Methodology: A Step-by-Step Guide for Beginners*
- Naresh K. Malhotra – *Marketing Research: An Applied Orientation*

- Cooper & Schindler – *Business Research Methods*
- Saunders, Lewis & Thornhill – *Research Methods for Business Students*