



के रल के न्दय व् यशयवयदयलय  
**CENTRAL UNIVERSITY OF KERALA**

कवसरगोड / KASARAGOD

**Department of Commerce and International Business**

**Proceedings of Board of Studies Meeting**

Board of Studies meeting of the Department of Commerce and International Business, Central University of Kerala, Periyar, Kasaragod, was held on July 7<sup>th</sup> 2020, Tuesday, from 2 PM onwards through Google Meet. The internal members were present at the conference hall of Gangotri Block. The meeting was addressed by the honourable Vice Chancellor, Dr. G Gopakumar.

Members Present:

1. Prof Dr V Balachandran, Professor and Head, Department of Management Studies, Dean, School of Business Studies, Central University of Kerala.
2. Prof Dr N Ragavan, Department of Commerce, University of Madras, Chennai.
3. Prof Dr Mavoothu, Director, School of Management Studies, Cochin University of Science and Technology, Kochi.
4. Prof Dr B H Suresh, Department of Commerce, University of Mysore, Mysore.
5. Dr Antony Joseph, Manadan, XV/57, Nazareth Road, Aluva.
6. Mr K G Madhu, Managing Director, Ammini Group of Institutions, Papanamcode, Thiruvananthapuram.
7. Prof Dr E K Satheesh, Dean, Department of Commerce and Management, Calicut University, Kozhikode.
8. Prof Dr T Mallikarjunappa, Head (I/C), Department of Commerce and International Business.

Prof T Mallikarjunappa, HOD of the Department, welcomed the honourable Vice Chancellor and all the members who were present online for the BOS meeting. The honourable Vice Chancellor, Central University of Kerala, discussed the process that the CUK follows in revising the curriculum and urged all the members to contribute to make the best syllabus for the newly started Department of Commerce and International Business. This was followed by brief introduction of all the members. After the introduction of the members, the agenda for the meeting were taken up for discussion. The decisions of the different agenda are given below.

Agenda 1: Revision of the existing MCom curriculum.

Decision: The members had read the proposed syllabus and the regulations which were sent through mail and the discussion on the syllabus started with each member suggesting the changes to be made in the proposed syllabus. The proposed syllabus was presented for making the suggestions for revision. The HOD explained the revised syllabus and the need for the revision and invited members to contribute to enriching the course curriculum.

Agenda 2: Suggestion of the courses that could be continued and courses that can be added in the new syllabus.

Discussion: The following suggestions were put forward by the members:

Dr Antony Joseph suggested that International Business may be offered as Elective for MCom. More practical approaches like Registration Formalities to get I.C.C number from D.G.F.T, Modes of Entry into Global markets, F.T.P.Foreign Trade Policy, Incentives offered by Government, Institutional support by Government for Foreign trade, Payment Terms; L/C, D/P,D/A, Sale Terms – Quotations, FOB, CIF, Documentation , Insurance – Marine, Pre-shipment inspection, Quality Control, Processing of Export order should be incorporated in International Business, which would benefit the students in future. He has suggested a syllabus with 5 modules for the subject International Business.

Dr Antony Joseph suggested that the following topics may be included in the syllabus of:

1. Principles of Management – M.B.O, PERT, CPM, Major forms of business organizations.
2. Marketing Management – B2B Marketing, Industrial Marketing, Logistics & Supply Chain Management, Rural Marketing, Retail Marketing, Tele Marketing, Mobile Marketing, other digital forms and video platforms.

Dr B H Suresh suggested that syllabus should include the papers which are prescribed for NET. He also suggested eliminating elementary aspects from the subjects Advanced Management Accounting and QT for Decision Making.

Dr D Mavoothu offered the following suggestions:

1. Case studies to be discussed for the courses.

2. More inputs from Indian Epics (Mahabharatha and Ramayana) and value system can be used rather than the Western inputs in teaching the paper 'Corporate Governance and Business Ethics'.
3. The last two modules (IV AND V) in paper 'Corporate Governance and Business ETHICS' can be used for teaching Business Ethics and first three modules can be for Corporate Governance. He has suggested a detailed structure of IV and V module.

Dr. N Ragavan made suggestions for the following subjects;

1. International Financial Reporting Standards – He suggested that the disclosure and treatment matter should be given priority from learning perspective and all IFRS to be introduced.
2. Legal Framework for Business and Commerce – The legislative provisions of Competition Act , Insolvency and Bankruptcy Code, Prevention of Money Laundering Act, and Judicial Pronouncement to be included in the syllabus.
3. Principles and Practices of Auditing – To incorporate Standards on Auditing, Practical Audit situations, and Legislative provisions on auditing matters in the syllabus.

Decision: The board resolved to modify the course curriculum and the regulations and accept the same after incorporating the suggestions which the members could send after the meeting through email. The revised syllabus with the changes suggested by the members of the board could be sent to the university for further action.

Agenda 3: Addition of SWAYAM courses in the I, II and III semesters of MCom.

Decision: The board took note of the suggestions on the courses on SWAYAM that a student could opt. It was suggested that SWAYAM Courses to be offered at any time during the course duration but preferably in First, second and third semesters. The credits earned by the students in the SWAYAM should be incorporated into the grade sheet of the students.

Agenda 4: Any other matter of relevance.

The members made different suggestions on the way curriculum could be structured.

1. Number of units for the elective papers to be reduced to four.
2. In the subject Marketing Management, more practical aspects need to be incorporated.
3. Students should be made familiar with the online recruitment sites and profile creation in such sites, by including it under the subject Human Resource Management.

4. MSME website and its importance to be highlighted in the subject Entrepreneurship Development.
5. Dr B H Suresh made a suggestion connected with the regulations. He pointed that the rules relating to the failure of students in any exam and re-conduct of exam is not clear in the regulations. The HOD clarified that these are governed by the CBCS regulations of the CUK. Another point was that in his opinion the Vice Chancellor should have the power to modify the regulations or to solve a problem any time but not only up to three years. The suggestion is accepted and the relevant clause has been changed to incorporate this suggestion

It is resolved to revised the course curriculum and send it to the university for further action.

Sd/-

Prof Dr V Balachandran

Sd/-

Dr B H Suresh

Sd/-

Prof Dr N Ragavan

Sd/-

Dr Antony Joseph

Sd/-

Prof Dr E K Satheesh,

Sd/-

Mr,K G Madhu

Sd/-

Prof Dr Mavoothu

-

Prof Dr T Mallikarjunappa,

(Chairman)

## MCM5009 BUSINESSRESEARCHMETHODOLOGY

Course Code	MCM5009	Semester	II
Course Title	<i>BUSINESS RESEARCH METHODOLOGY</i>		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

**This is a Skill based, employability based course.**

### Course Objective

Understand basic concepts of research and its methodologies; select and define appropriate research problem and parameters. Also to prepare research report.

### Learning Objectives

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement.

### Course Structure

#### UNIT I :

**Types, Process & Design of Research:** Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Understanding the language of research – Concept, Construct, Definition, Variable -Process of research – Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation. Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

#### UNIT II :

**Research design & Sampling:** Meaning, Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables. Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling – Probability and non-probability sampling methods – Sample size – Factors affecting sample size- Sampling and non-sampling errors.

**UNIT III:**

**Sources and Collection of Data:** Primary and secondary data – Observation: Types and Techniques– Interview: Types and conduct–Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques and Measurement Metrics: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.

**UNITIV:**

**Processing of Data:** Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode  
–MeasuresofDispersion:Range,QuartileDeviation,MeanDeviationandStandard Deviation – Research Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports- References and Citation Methods - Footnotes and Bibliography - Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research.

**Practicals**

- Draft a questionnaire on any topic using scaling techniques.
- Prepare reference document using Citation Methods
- Prepare a project proposal, organize and conduct research in a more appropriate manner

**Skills**

- Students will be able to analyze research process
- Students attain knowledge about various citation and reference styles.
- Student understand about various methods of scale construction

**Learning/Course Outcomes**

- Apply a range of quantitative and / or qualitative research techniques to business and management problems /issues
- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.
- Students should be able to identify the overall process of designing a research study from its inception to its report.

**Books for Reference**

1. Burns&A.Burns(2009),BusinessResearchMethodsandStatisticsUsingSPSS,Sage Publications,.
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford UniversityPress.

- 3.** Business Research Methods – Donald Cooper & Pamela Schindler, TMGH
- 4.** CarlMcDanielandRogerGates(2016),MarketingResearchEssentials,JohnWileyand Sons.
- 5.** CooperDRandSchindlerP.S:BusinessResearchMethods,TATAMcGraw Hill
- 6.** Deepak Chawla and Neena Sondhi: Research Methodology Concepts and Cases: Vikas Publications.
- 7.** Dr S.L. Gupta and Hitesh Gupta , Research Methodology – Text and Cases with SPSS Applications, , International Book House Pvt Ltd
- 8.** Kothari C R: Quantitative Techniques, VikasPublishing
- 9.** Kothari C R: Research Methodology: Methods and Techniques, New Age International Publishers, NewDelhi.
- 10.** Krishnaswami & Ranganatham (2014), Research Methodology in Social Sciences, HPH, Mumbai,
- 11.** Partha Nath Mukherjee, Methodology in Social Research, SagePublications.
- 12.** Prahlad Mishra: Business Research Methods:Oxford University Press
- 13.** R.GerberandP.J.Verdoom,ResearchMethodsineconomicsandBusiness , The Macmillan Company, NewYork
- 14.** William G. Zikmund , Business Research Methods, The DrydenPress.