



DEPARTMENT OF COMMERCE
MUHAMMED ABDURAHIMAN MEMORIAL
ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.
Re-Accredited by NAAC with A Grade]

CURRICULUM FOR CERTIFICATE COURSE
CERCM001: BASICS OF RESEARCH
METHODOLOGY

OFFERED DURING THE
ACADEMIC YEAR 2016-17
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
KOZHIKODE, KERALA, INDIA, 673 602.
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www.mamocollege.org



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CONTENTS		
1	INSTITUTIONAL VISION, MISSION & OBJECTIVES	3
2.	VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT	4
3.	B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)	5
4.	B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs)	6
5.	B.Com: PROGRAMME OUTCOMES (POs)	8
6.	CERCM001: COURSE CURRICULUM	9
6.1.	COURSE LEVEL	10
6.2.	PREREQUISITE	10
6.3.	COURSE INTAKE & ADMISSION	10
6.4.	COURSE COORDINATOR	10
6.5.	COURSE PREAMBLE	10
6.6.	DURATION	10
6.7.	CURRICULUM FOCUS	11
6.8.	COURSE OBJECTIVES	11
6.9.	SKILL EXPECTED	11
6.10.	COURSE OUTCOMES	12
6.11.	MAPPING OF COs WITH POs AND PSOs	12
6.12.	MODULE-WISE COURSE CONTENTS	13
6.13.	DELIVERY MODE	14
6.14.	DELIVERY SCHEDULE	15
6.15.	DETAILED COURSE DELIVERY PLAN	15
6.16.	ASSESSMENT COMPONENTS	17
6.17.	COURSE EVALUATION & GRADING	18
6.18.	GRIEVANCE REDRESSAL	18
6.19.	ISSUANCE OF CERTIFICATES	19



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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

VISION: Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

MISSION: Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

OBJECTIVES: Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

VISION: Envisions providing excellent and valuing based education to the youth with a holistic concern for better life, to the environment, society and the nation in one piece.



MISSION

MISSION: To foster the success of the youth through innovative and learning opportunities resulting in all-round development with ability to excel in changing business world



OBJECTIVES: (a) Create more interest among the students in the commerce subject. (b) Enable every student to cope up with the latest developments in commerce and industry. (c) Create more interest among the students in the commerce subject. (d) Develop a creative and positive attitude to achieve the heights of growth and prosperity through employment and entrepreneurship and (e) Inculcate a sense of civic responsibility, social commitment, and moral accountability among the students through social activities.



VALUES

CORE VALUES: Innovation, initiation, dynamism, professionalism, service motto



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B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the Commerce Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be:



PEO1: Capable of making a positive contribution to the accountancy in public practices, government and industries.



PEO2: Able to pursue research in their chosen field of marketing, finance and HR.



PEO3: Able to demonstrate team spirit, skills and values, continue to learn and adapt to change thought their professional carrier.



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B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs) 04

On successful completion of a Bachelor Degree in Commerce, the graduates would be able to:



PSO1: Understand the basics of computer application in business



PSO2: Know basic idea regarding E- commerce, E-Business, Digital marketing, etc.



PSO3: Acquire skills in office automation tools, computerized Accounting and ERP.



PSO4: The application of mathematical and statistical tools in commerce, economics and industry.



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B.Com: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.Com Programme should be able to:



PO1: Familiarize basic characteristics of commerce and industry and analyse the operation of different organizations in different dimensions.



PO2: Understand the economy as whole and evaluate the role played by various components like households, markets, financial institutions, companies, government etc.



PO3: Learn the market and its working mechanism and marketing process.



PO4: Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.



PO5: Apply the different tools and techniques for solving the problems in their work environment and field of study.



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PO6: Develop a general idea regarding career opportunities in job market and clear view of demanding skills to be acquired for the respective jobs.



PO7: Pursue higher education in the field of Commerce, Business and Finance with the clear understanding of basic concepts required.



PO8: Prove proficiency to qualify competitive professional examinations at national and international levels.



PO9: Develop business ideas and start ventures through the knowledge imparted during the programme.



PO10: Apply skills in using software like ERP, Accounting Software, Equity Trading Apps, etc.



PO11: Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.



PO12: Communicate effectively with the accounting professional community and with society at large. Be able to write effective reports documentations.



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CERTIFICATE COURSE

CERCM001: BASICS OF RESEARCH METHODOLOGY 06

COURSE CURRICULUM

Course Name	Basics of Research Methodology
Course Code	CERCM001
Year	2016-17
Course Designer	Dr. T.C. Simon
Course Duration	30 Hrs
Course Schedule	June to September
Maximum Students Intake	60 Students



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1. COURSE LEVEL

Fundamental, skill- oriented certificate programme.

2. PREREQUISITE

None

3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

4. COURSE COORDINATOR

Dr. T.C. Simon, PG Department of Commerce

5. COURSE PREAMBLE

Research Methodology is the specific procedures or techniques used to identify select, process and analyse information about a topic. It inculcates scientific and inductive thinking and promotes the development of logical habits of thinking and organisation. It is a thinking process and a scientific method of studying problem and finding solution. It helps the students to acquire practical skills in finding solutions in business problems that they come across in their profession.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs. Course Woks: 15 and Assessment Works: 7]



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7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.

8. COURSE OBJECTIVES

Learners are exposed

- To introduce basics of research.
- To provide insights into how problems are solved in the business.
- To provide an introduction to various research methodologies and how the data collected.

9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Research skills.
- Diagnostic skills.
- Identification of problem.
- Time management
- Adaptability to the situation
- Analyzing and problem solving skills



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10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Identifying the problematic area in business	Understand
CO2	Selecting the most appropriate technique for research.	Apply
CO3	Analyze and scrutinize the collected data.	Analyse
CO4	Finding solutions to the problem identified.	Create

11. MAPPING OF COs WITH PO AND PSOs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	1	1	1	2	3	2	2	1	2	1	1
CO2	2	2	2	1	1	1	1	1	2	3	1	2	2	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1	2	1	1	2	2
CO4	1	1	2	1	1	2	1	1	1	2	1	2	1	1	2	1
AVG	1.2	1.2	1.4	1	1	1	1	1	1.4	2	1	2	1	1	1.2	1.2



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12. MODULE-WISE COURSE CONTENTS

MODULE 1: INTRODUCTION – BASIC THEORIES RELATING TO RESEARCH

MODULE DURATION: 12 Hrs. [Contact Hrs. 4 Hrs. Course Woks: 6 and Assessment Works: 2]

MODULE CONTENT: Introduction to Research Methodology: Meaning of Research, Objectives of Research, types of Research, Research Approaches, Significance of Research, Research Methods v/s Methodology, Research and Scientific Methods, Research Process, Criteria of Good Research, Defining the Research Problem: Concept and need, Identification of Research problem, defining and delimiting Research problem.

MODULE OUTCOME: On successful completion of the module learners can familiarize with the problem identification in research and can successfully apply various research technique to solve business problem.

MODULE 2: RESEARCH DESIGN AND ITS APPLICATIONS

MODULE DURATION: 8 Hrs. [Contact Hrs. 2 Hrs. Course Woks: 4 and Assessment Works: 2]

MODULE CONTENT: Research design: Meaning, Need, Features of Good Design, Concepts, Types, Basic principles of Experimental Design, various methods of Research, Survey, Philosophical, Historical, Experimental, Causal Comparative, Genetic, Case Studies, Tools for Data Collection: Collections of Primary Data, Collection of Secondary Data, Selection of appropriate method for data collection

MODULE OUTCOME: On successful completion of the module learners will be able handle more complicated problems in the business. Learners will acquire special skill to guide and direct the unit.



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MODULE 3: SAMPLING METHODS

MODULE DURATION: 10 Hrs. [Contact Hrs. 2 Hrs. Course Woks: 5 and Assessment Works: 3]

MODULE CONTENT: Sampling - Probability and Non Probability sampling-types and criteria for selection. Developing sampling Frames, Descriptive Statistics: Measurement Scales, Sources of error in measurement, Measures of central Tendency (Mean, medium, Mode), Measures of dispersion (range, mean deviation, standard deviation) Graphical representation of Data.

MODULE OUTCOME: On successful completion of the module learners will be able to study the data collected through this method. This will also help the students to compare different sampling technique.

REFERENCES:

1. Saravanavel, P. *Research methodology*, Allahabad, Kitab Mahal, 2003
2. Thanulingam, N. *Research Methodology*, Mumbai, Himalaya publishing House
3. Gupta S. P, *Statistical Method*, New Delhi Sulthan Chand & Sons, 2002.

ADDITIONAL REFERENCES & STUDY MATERIALS:

1. Young Pauline V, scientific social surveys and research, 3rd edition New York; Prentice hall1960

13. DELIVERY MODE

The course is imparted through direct classes including contact lecture and course works.



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14. DELIVERY SCHEDULE

June to September.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Demonstration	Introduction to Research Methodology: Meaning of Research, Objectives of Research, types of Research, Research Approaches, Significance of Research
3	Contact Hour - 3: Classroom Demonstration	Research Methods v/s Methodology, Research and Scientific Methods, Research Process, Criteria of Good Research.
4	Contact Hour - 4: Classroom Demonstration	Defining the Research Problem: Concept and need, Identification of Research problem, defining and delimiting Research problem.
5	Course Work – 1: Course Assignment	Problem Identification and Formulation in Research
6	Course Work – 2: Course Assignment	Understand the methods of problem identifications
7	Course Work – 3: Course Assignment	Assigned to collect reviews of literature on particular problem
8	Course Work – 4: Course Assignment	Writing of literature review – assignment
9	Course Work – 5: Course Assignment	Planning and selection of a problem



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Hour	Delivery Mode and Activity	Topics to be Covered
10	Course Work – 6: Course Assignment	Identifying research gap between reviews and particular problem
11	Assessment Hour -1	Research work – Field study
12	Assessment Hour -2	Evaluation of research problem and review of literature
13	Contact Hour - 5: Classroom Demonstration	Research design: Meaning, Need, Features of Good Design, Concepts, Types, Basic principles of Experimental Design, various methods of Research
14	Contact Hour - 6: Classroom Demonstration	Tools for Data Collection: Collections of Primary Data, Collection of Secondary Data, Selection of appropriate method for data collection
15	Course Work – 7: Course Assignment	Preparation of chapter one of project report
16	Course Work – 8: Course Assignment	Writing statement of the problem
17	Course Work – 9: Course Assignment	Research design – assignment
18	Course Work – 10: Course Assignment	Writing the research objectives – primary and secondary
19	Assessment Hour -3	Valuation of chapter one of research report
20	Assessment Hour - 4	Quiz assessment relating module one and two
21	Contact Hour - 7: Classroom Demonstration	Sampling: Probability and Non Probability sampling- types and criteria for selection. Developing sampling Frames, Descriptive



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Hour	Delivery Mode and Activity	Topics to be Covered
22	Contact Hour - 8: Classroom Demonstration	Statistics: Measurement Scales, Sources of error in measurement, Measures of central Tendency (Mean, medium, Mode)
23	Course Work –11: Course Assignment	Selection of population and samples
24	Course Work – 12: Course Assignment	Writing sampling techniques used
25	Course Work – 13: Course Assignment	Developing sampling frames of research report
26	Course Work – 14: Course Assignment	Usage of statistical methods in research
27	Course Work – 15: Course Assignment	Fit hypothesis in research work
28	Assessment Hour - 5	End assessment module 3, evaluation of hypothesis and statistical tools
29	Assessment Hour - 6	Evaluation of research report
30	Assessment Hour - 7	Course End Assessment- theory related examination

16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: 20 Marks. This component aims at testing the course content understanding and the reflection skills and their attainment levels.

COURSE WORK: 30 Marks. This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.



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MID-COURSE ASSIGNMENT: 20 Marks. This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

END-COURSE ASSESSMENT: 30 Marks. This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage Mark	of Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.



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DEPARTMENT OF COMMERCE

CURRICULUM FOR CERTIFICATE COURSE - CERCM001

19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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