



Re-Accredited B++ 2.86 UGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-:પરિપત્ર:-

યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ અને યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રી દ્વારા NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭ થી અમલમાં આવનાર B.Com. Honours with Research Sem.-7 & 8 માટે Research Methodology (Major Paper) નો અભ્યાસક્રમ તૈયાર કરવા નિમણૂક કરેલ પેટાસમિતિ દ્વારા તૈયાર કરવામાં આવેલ અભ્યાસક્રમ મંજૂર કરવા વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાની તા.૦૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૧૬ થી મંજૂર કરવા એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૮/૦૬/૨૦૨૬ની સભાના ઠરાવ ક્રમાંક:૩૯ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૧૩૭૬૬/૨૦૨૬
તા.૨૩/૦૬/૨૦૨૬

Wife
કુલસચિવ(પ્રશ્ન)

પ્રતિ,

- (૧) યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ.
- (૨) યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
... આપશ્રીના વિભાગ/કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.
- (૩) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા.
- (૪) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BCOM RESEARCH

Name of Program	Bachelor of Commerce (Research)
Duration	3 + 1 Year Semester Wise (8 Semester)
Medium of Instruction	English/Gujarati (as per institutional provision)
Eligibility Criteria	The students who completed B.Com. with at least 75% at graduation level are eligible for admission to this program. This program's admission is purely merit-based depending on marks secured by aspirants in the B.Com. Examination.
Objective of Program	The core objective of B.Com. with Research will enable students to develop a strong foundation in core commerce disciplines while simultaneously nurturing research aptitude, critical and quantitative thinking, ethical and socially responsible attitudes, digital and communication skills, and readiness for higher studies, professional qualifications, and entrepreneurial or research-oriented careers.
Program Outcome	PO1: Advanced business and commerce knowledge The program equips students with an in depth understanding of core and emerging areas of commerce, including accounting, finance, marketing, taxation, economics and business law, so that they can analyze complex business situations and apply appropriate concepts, principles and frameworks in real world contexts. PO2: Critical thinking and problem analysis The program develops students' ability to critically examine business issues, identify underlying causes, evaluate alternative courses of action and use logical reasoning and evidence to arrive at well-justified conclusions and recommendations for organizations and society. PO3: Research aptitude and inquiry skills The program nurtures a spirit of inquiry by training students to frame research questions, review literature, select suitable research designs, collect and analyze data, and interpret findings, thereby enabling them to carry out systematic research in commerce and related fields. PO4: Effective communication and presentation The program enhances students' capacity to communicate clearly and professionally in written, oral and visual forms, enabling them to prepare reports, make presentations and engage in academic and professional dialogue with diverse stakeholders in the business environment. PO5: Ethics, values and social responsibility The program instils ethical sensitivity, integrity and respect for human and environmental values, encouraging students to recognize the social implications of business decisions and to act responsibly towards stakeholders, communities and the nation. PO6: Use of ICT and analytical tools in business The program trains students to use information and communication technologies, spreadsheets, statistical packages and other analytical tools to gather, process and interpret business data, thereby improving the quality, speed and reliability of decision making processes. PO7: Entrepreneurial and innovative mindset The program fosters creativity, opportunity recognition and calculated risk taking, encouraging students to generate innovative ideas, develop business models and contribute to entrepreneurial ventures or entrepreneurial initiatives within existing organizations. PO8: Lifelong learning and professional development The program motivates students to engage in continuous learning, self-reflection and upskilling so that they remain responsive to changes in technology, regulation

	and business practices, and can pursue sustained professional growth and advanced studies.									
Program Specific Outcomes	PSO1: Demonstrate in-depth knowledge of commerce and management domains. PSO2: Apply analytical and quantitative techniques for business decision-making. PSO3: Carry out independent research in commerce using appropriate tools and methods. PSO4: Exhibit ethical, socially responsible and professionally sound behaviour in business and research. PSO5: Communicate business and research ideas effectively in written, oral and digital forms to diverse stakeholders. PSO6: Use contemporary ICT, statistical and financial tools to analyse business situations and support strategic decisions. PSO7: Demonstrate an innovative and entrepreneurial orientation with a commitment to continuous learning and professional growth. PSO8 : Graduates with a B.Com. (Research) degree have a wide range of employment options available to them. It is possible for them to work in both the public and private sectors.									
Mapping between POs and PSOs	POs \ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	PO1	✓	✓						✓	
	PO2	✓	✓	✓				✓	✓	
	PO3		✓	✓	✓	✓	✓	✓	✓	
	PO4					✓		✓	✓	
	PO5				✓	✓		✓	✓	
	PO6		✓	✓			✓	✓	✓	
	PO7		✓					✓	✓	
	PO8			✓	✓	✓	✓	✓	✓	
Program fees										
Internal / External Assessment	Internal assessment:* Continuous assessment process (Assignment, Attendance, presentation, Viva, mini-project) *External Assessment:* Theory Exams: University exam of 50 Marks (2 Hours duration) will be conducted *Research Project (RP) / On Job Training (OJT) Under semester 7&8 there will be project based on the Research in commerce concepts or OJT in different fields of commerce. *Examiner:* semester 7 & 8 Research project viva voce, Experts from Commerce and Research faculties from other institutes offering with minimum 7 years of experience/expertise or professional from the industry can also be invited for the same.									

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Programme Name :- B.Com. Research

As Per NEP 2020

About programme :- Fourth Year (Semester-7)

Teaching & Evaluation Scheme:- As per NEP 2020

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/W week		Exam Duration		Credit		Internal Marks		External Marks		Total Makrs	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	BCR7MJ1	1.Research Methodology Paper – I	1.Research Methodology Paper – I	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-
	BCR7MJ2	2. Research Methodology Paper – II	2. Research Methodology Paper – II	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-
	BCR7MJ3	3. Research Methodology Paper – III	3. Research Methodology Paper – III	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-

Program Name	Bachelor of Commerce (Research)									
Semester	7									
NCrF Credit Level	6									
Course Type	Major									
Course Subtype	NIL									
Subject Type	Discipline Specific									
Course Code	BCR7MJ1									
Course Level	400-499									
Course Title	Research Methodology Paper – I (Major)									
Credit	Theory:	4	Practical:				0	Total:	4	
Effective From	Academic Year : 2026-27									
Course Outcomes	CO1 - Understand the meaning, scope, significance, and ethical issues of research in commerce and management. CO2 - Identify, define, and formulate a clear research problem along with objectives, assumptions, and conceptual framework. CO3 - Review and organize literature systematically and formulate suitable hypotheses and variables for research. CO4 - Understand the meaning, need, and types of research design and select an appropriate design for a given research problem. CO5 – Apply basic research methodology concepts to plan and evaluate commerce-related research studies effectively.									
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	✓		✓	✓					
	CO2	✓	✓	✓						
	CO3	✓	✓	✓		✓				
	CO4	✓	✓	✓			✓			
	CO5	✓	✓	✓	✓	✓	✓	✓	✓	
Course Content	Unit 1: Introduction to Research ➤ Meaning, scope, and significance in commerce and management ➤ Objectives and characteristics of good research ➤ Types of research: fundamental, applied, descriptive, analytical, qualitative, quantitative ➤ Ethical issues in research Unit 2: Research Problem Identification ➤ Defining and conceptualizing the research problem ➤ Approaches to problem formulation ➤ Criteria for selecting a research topic ➤ Role of theory and conceptual framework									

	Unit 3: Review of Literature and Hypothesis Formulation ➤ Sources of literature: journals, books, databases, and online repositories ➤ Purpose and techniques of literature review ➤ Concept and formulation of hypotheses ➤ Variables: types and operational definitions Unit 4: Research Design ➤ Meaning and need for research design ➤ Components of a good design ➤ Types: exploratory, descriptive, diagnostic, experimental, longitudinal, cross-sectional ➤ Control and validity in research
Reference Books	1. Kothari, C. R. & Garg, G. (2019). Research Methodology: Methods and Techniques. New Age International Publishers. 2. Chawla, Deepak & Sondhi, Neena (2016). Research Methodology: Concepts and Cases. Vikas Publishing House / S. Chand Publishing. 3. Kumar, Ranjit (2018/2020, edition varies). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications. 4. Wilkinson, T. S. & Bhandarkar, P. L. (2002). Methodology and Techniques of Social Research. Himalaya Publishing House. 5. Gupta, S. L. & Gupta, Hitesh (2011/2014, edition varies). Research Methodology: Text and Cases with SPSS Applications. International Book House / related publisher editions. 6. Srivastava, T. N. & Rego, Shailaja (2012/2015, edition varies). Business Research Methodology. Tata McGraw-Hill / related editions. 7. Saunders, Mark N. K., Lewis, Philip & Thornhill, Adrian (2019). Research Methods for Business: A Real-World Approach. Pearson.
Teaching Methodology	
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks

SYLLABUS

Program Name	Bachelor of Commerce (Research)									
Semester	7									
NCrF Credit Level	6									
Course Type	Major									
Course Subtype	NIL									
Subject Type	Discipline Specific									
Course Code	BCR7MJ2									
Course Level	400-499									
Course Title	Research Methodology Paper – II (Major)									
Credit	Theory:	4	Practical:				0	Total:	4	
Effective From	Academic Year : 2026-27									
Course Outcomes	CO1: Understand the concepts of population, sample, and the basic principles of sampling design in research. CO2: Select appropriate probability and non-probability sampling methods and determine sample size for a given study. CO3: Collect primary and secondary data using suitable methods and design effective research instruments such as questionnaires and scales. CO4: Process, organize, and present data using editing, coding, classification, tabulation, and statistical software. CO5: Apply descriptive and inferential statistical techniques to analyse and interpret research data for business decision-making.									
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	✓	✓	✓						
	CO2	✓	✓	✓						
	CO3	✓	✓	✓		✓	✓			
	CO4	✓	✓	✓			✓			
	CO5	✓	✓	✓	✓	✓	✓	✓	✓	
Course Content	Unit 1: Sampling Design ➤ Meaning, population, and sample concepts ➤ Probability and non-probability sampling methods ➤ Determination of sample size ➤ Sampling and non-sampling errors Unit 2: Methods of Data Collection ➤ Primary data: surveys, interviews, experiments, observations ➤ Secondary data: sources, reliability, and limitations ➤ Questionnaire design and scaling techniques (Likert, Thurstone, Semantic Differential) ➤ Pilot study and instrument validation Unit 3: Data Processing and Organization ➤ Editing, coding, classification, and tabulation of data									

	➤ Use of statistical software (SPSS, Excel, R, or Python) ➤ Data presentation through graphs, tables, and charts ➤ Summarizing data and preliminary analysis Unit 4: Statistical Analysis and Interpretation ➤ Descriptive statistics: measures of central tendency and dispersion ➤ Inferential statistics: correlation, regression, hypothesis testing (t-test, chi-square, ANOVA) ➤ Non-parametric tests and factor analysis basics ➤ Interpretation of statistical results with business implications
Reference Books	1. Kothari, C. R. & Garg, G. (2019). Research Methodology: Methods and Techniques. New Age International Publishers. 2. Chawla, Deepak & Sondhi, Neena (2016). Research Methodology: Concepts and Cases. Vikas Publishing House / S. Chand Publishing. 3. Kumar, Ranjit (2018). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications. 4. Gupta, S. L. & Gupta, Hitesh (2011/2014). Research Methodology: Text and Cases with SPSS Applications. International Book House / related editions. 5. Srivastava, T. N. & Rego, Shailaja (2012/2015). Business Research Methodology. Tata McGraw-Hill / related editions. 6. Saunders, Mark N. K., Lewis, Philip & Thornhill, Adrian (2019). Research Methods for Business: A Real-World Approach. Pearson. 7. Burns, Robert P. & Burns, Richard (2008). Business Research Methods and Statistics Using SPSS. SAGE Publications.
Teaching Methodology	
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Bachelor of Commerce (Research)								
Semester	7								
NCrF Credit Level	6								
Course Type	Major								
Course Subtype	NIL								
Subject Type	Discipline Specific								
Course Code	BCR7MJ3								
Course Level	400-499								
Course Title	Research Methodology Paper – III (Major)								
Credit	Theory:	4	Practical:		0	Total:	4		
Effective From	Academic Year : 2026-27								
Course Outcomes	CO1: Apply research concepts to commerce-related areas such as market research, financial performance analysis, and human resource studies. CO2: Prepare a well-structured research report or dissertation using appropriate referencing styles, citation tools, and academic integrity practices. CO3: Develop and present a research proposal with clear objectives, problem statement, methodology, timeline, and bibliography. CO4: Use emerging research methods such as AI tools, big data analytics, qualitative techniques, and mixed-method approaches in commerce research. CO5: Evaluate and communicate research findings effectively for academic publication, seminar presentation, and business decision-making.								
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓		✓		
	CO2	✓	✓	✓	✓	✓			
	CO3	✓	✓	✓	✓	✓			
	CO4	✓	✓	✓	✓	✓	✓	✓	
	CO5	✓	✓	✓	✓	✓	✓	✓	
Course Content	Unit 1: Research Application in Commerce ➤ Market research and consumer behavior analysis ➤ Financial research: profitability, performance, and forecasting ➤ Research in human resource management and organizational behavior ➤ Case studies and applied research in business environments Unit 2: Report Writing and Documentation ➤ Structure and layout of research report/dissertation ➤ Styles of referencing (APA, MLA, Chicago) ➤ Citation management using Zotero, Mendeley, or EndNote ➤ Avoiding plagiarism and ensuring academic integrity								

	Unit 3: Research Proposal and Presentation ➤ Elements of a research proposal (objectives, problem, design, timeline, bibliography) ➤ Techniques for effective presentation and defense ➤ Preparing PowerPoint/poster presentation of research work ➤ Seminar and peer review Unit 4: Emerging Trends in Research ➤ Use of AI and big data analytics in commerce research ➤ Qualitative methods: case study, content analysis, grounded theory ➤ Mixed-method research ➤ Research publishing process: selecting journals, review process, ethics in publication
Reference Books	1. Kothari, C. R. & Garg, G. (2019). Research Methodology: Methods and Techniques. New Age International Publishers. 2. Chawla, Deepak & Sondhi, Neena (2016). Research Methodology: Concepts and Cases. Vikas Publishing House / S. Chand Publishing. 3. Kumar, Ranjit (2018). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications. 4. Gupta, S. L. & Gupta, Hitesh (2011/2014). Research Methodology: Text and Cases with SPSS Applications. International Book House / related editions. 5. Srivastava, T. N. & Rego, Shailaja (2012/2015). Business Research Methodology. Tata McGraw-Hill / related editions. 6. Panneerselvam, R. (2014/2016). Research Methodology (Second Edition). PHI Learning. 7. Saunders, Mark N. K., Lewis, Philip & Thornhill, Adrian (2019). Research Methods for Business: A Real-World Approach. Pearson. 8. Burns, Robert P. & Burns, Richard (2008). Business Research Methods and Statistics Using SPSS. SAGE Publications.
Teaching Methodology	
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Programme Name :- B.Com. Research

As Per NEP 2020

About programme :- Fourth Year (Semester-8)

Teaching & Evaluation Scheme:- As per NEP 2020

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	BCR8MJ1	1.Research Methodology Paper – IV	1.Research Methodology Paper – IV	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-
	BCR8MJ2	2. Research Methodology Paper – V	2. Research Methodology Paper – V	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-
	BCR8MJ3	3. Research Methodology Paper – VI	3. Research Methodology Paper – VI	400-499	4	-	2 Hr.	-	4	-	50	-	50	-	100	-

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Bachelor of Commerce (Research)									
Semester	8									
NCrF Credit Level	6									
Course Type	Major									
Course Subtype	Nil									
Subject Type	Discipline Specific									
Course Code	BCR8MJ1									
Course Level	400-499									
Course Title	Research Methodology Paper – IV (Major)									
Credit	Theory:	4	Practical:	0	Total:	4				
Effective From	Academic Year : 2026-27									
Course Outcomes	CO1: Design and check reliable, valid scales for business research. CO2: Plan and judge basic experimental and quasi-experimental designs. CO3: Use multivariate methods to analyse commerce data. CO4: Use longitudinal, panel and secondary data for analysis. CO5: Present quantitative results to support business or policy decisions.									
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	✓	✓	✓	✓		✓			
	CO2	✓	✓	✓	✓		✓			
	CO3	✓	✓	✓			✓		✓	
	CO4	✓	✓	✓			✓		✓	
	CO5	✓	✓	✓	✓	✓	✓	✓	✓	
Course Content	Unit 1: Measurement, Scaling, Reliability and Validity ➤ Nature of measurement in social and business research; levels of measurement (nominal, ordinal, interval, ratio) and their implications. ➤ Advanced attitude and perception scales: rating vs ranking scales, multi-item scales, index construction. ➤ Reliability: test–retest, split-half, internal consistency (Cronbach’s alpha); stability and equivalence. ➤ Validity: content, criterion-related, construct validity; convergent and discriminant validity; basic use of factor analysis for scale validation (introductory). Unit 2: Experimental and Quasi-Experimental Designs in Business ➤ True experimental designs: concepts of randomization, control, manipulation; pre-test–post-test, post-test-only, Solomon four-group designs. ➤ Quasi-experimental designs in field settings: non-equivalent control group, time-series, regression-discontinuity, natural experiments. ➤ Internal and external validity threats and how to minimize them in commerce and management research. Applications in commerce: testing the effect of training, promotions, pricing changes, and policy interventions. Unit 3: Multivariate Analysis for Commerce Research									

	➤ Introduction to multivariate data: dependence vs interdependence techniques, assumptions and data requirements. ➤ Multiple regression and logistic regression for commerce problems (sales forecasting, default prediction, adoption studies). ➤ Factor analysis and principal component analysis for data reduction and identifying underlying dimensions (customer satisfaction, service quality). ➤ Brief overview of discriminant analysis, cluster analysis and conjoint analysis; applications in segmentation and product/price decisions. Unit 4: Longitudinal, Panel and Secondary Data Analysis ➤ Cross-section vs longitudinal and panel data; advantages and limitations for commerce research. ➤ Sources of secondary and panel data: CMIE Prowess, RBI, NSE/BSE, government and international databases. ➤ Basics of time-series analysis in commerce: trend, seasonality, forecasting using moving averages and exponential smoothing (introductory). ➤ Issues in using secondary data: comparability, completeness, measurement changes, and documentation.
Reference Books	1. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation (7th ed.). Pearson. 2. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods (9th ed.). Cengage Learning. 3. DeVellis, R. F., & Thorpe, C. T. (2022). Scale development: Theory and applications (5th ed.). Sage. 4. Lumen Learning. (n.d.). Scale reliability and validity. In Research methods in psychology. Lumen Learning. 5. Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin. 6. Sekaran, U., & Bougie, R. (2019). Research methods for business: A skill-building approach (8th ed.). Wiley. 7. Capili, B. (2024). An introduction to the quasi-experimental design. Journal of Investigative Medicine, 72(5), 1–8. 8. IGNOU. (n.d.). Unit 3: Quasi-experimental design (Course material). Indira Gandhi National Open University. 9. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage. 10. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation (7th ed.). Pearson. 11. Sharma, S. (1996). Applied multivariate techniques. John Wiley & Sons. 12. Anna University. (2024). Multivariate data analysis – Syllabus 23MB3351 (MBA). Anna University. 13. Hsiao, C. (2022). Analysis of panel data (4th ed.). Cambridge University Press. 14. Baltagi, B. H. (2021). Econometric analysis of panel data (6th ed.). Springer. 15. Franses, P. H., & van Dijk, D. (2014). Time series models for business and economic forecasting (2nd ed.). Cambridge University Press. 16. Montgomery, D. C., Jennings, C. L., & Kulahci, M. (2015). Introduction to time series analysis and forecasting (2nd ed.). Wiley. 17. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation (7th ed.). Pearson.
Teaching Methodology	

Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks
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	Unit 3: Mixed-Methods Research in Commerce ➤ Concept and rationale of mixed-methods; complementarity of quantitative and qualitative approaches. ➤ Major mixed-methods designs: convergent parallel, explanatory sequential, exploratory sequential, embedded designs (with business examples). ➤ Integration of data: triangulation, merging, connecting and embedding data sets. ➤ Applications in marketing, HR, and organizational research (e.g., survey + focus group, metrics + interviews). Unit 4: Unit 20: Advanced Topics in Survey and Instrument Design ➤ Web-based and mobile surveys; mixed-mode data collection (online, telephone, face-to-face) and mode effects. ➤ Dealing with non-response and response bias; techniques to improve response rates and data quality. ➤ Cognitive interviewing and pre-testing of questionnaires. ➤ Cross-cultural and multilingual instrument design issues (relevance for Indian commerce students).
Reference Books	1. Myers, M. D. (2019). Qualitative research in business and management (3rd ed.). Sage. 2. Eriksson, P., & Kovalainen, A. (2016). Qualitative methods in business research (2nd ed.). Sage. 3. Gupta, R. K., & Awasthy, R. (2015). Qualitative research in management: Methods and experiences. Sage. 4. Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). Sage. 5. Dul, J., & Hak, T. (2008). Case study methodology in business research. Butterworth-Heinemann. 6. Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). Sage. 7. Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students (8th ed.). Pearson. 8. Coghlan, D., & Brannick, T. (2014). Doing action research in your own organization (4th ed.). Sage. 9. Creswell, J. W., & Plano Clark, V. L. (2018). Designing and conducting mixed methods research (3rd ed.). Sage. 10. Tashakkori, A., & Teddlie, C. (Eds.). (2010). SAGE handbook of mixed methods in social & behavioral research (2nd ed.). Sage. 11. Bryman, A., & Bell, E. (2015). Business research methods (4th ed.). Oxford University Press. 12. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method (4th ed.). Wiley. 13. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation (7th ed.). Pearson. 14. DeVellis, R. F., & Thorpe, C. T. (2022). Scale development: Theory and applications (5th ed.). Sage. 15. Harkness, J. A., Villar, A., & Edwards, B. (2010). Translation, adaptation, and design. In J. A. Harkness, M. Braun, B. Edwards, T. P. Johnson, L. Lyberg, P. P. Mohler, ... T. W. Smith (Eds.), Survey methods in multinational, multiregional, and multicultural contexts (pp. 115–140). Wiley.
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	➤ Survey designs for studying attitudes, engagement, leadership, culture and climate. ➤ Use of psychometric scales in HR and organizational research; issues of reliability and validity. ➤ Programme evaluation and impact assessment in training, HR interventions and educational initiatives. ➤ Mixed-methods and case-based approaches in organizational change and educational research. Unit 4: Research Ethics and Open Science (for Commerce) ➤ Discipline-specific ethical issues in commerce research ➤ Open science practices in business research ➤ Reproducibility and transparency in commerce studies ➤ Use of AI and big-data tools in commerce research
Reference Books	1. Hull, J. C. (2018). Options, futures, and other derivatives (10th ed.). Pearson. 2. Binder, J. J. (1998). The event study methodology since 1969. Review of Quantitative Finance and Accounting, 11(2), 111–137. 3. Hsiao, C. (2022). Analysis of panel data (4th ed.). Cambridge University Press. 4. Frias-Aceituno, J. V., Rodriguez-Ariza, L., & Garcia-Sanchez, I. M. (2014). Corporate social responsibility, corporate governance and integrated reporting: A literature review. Corporate Governance: The International Journal of Business in Society, 14(3), 1–18. 5. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation (7th ed.). Pearson. 6. Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2011). Essentials of business research methods (2nd ed.). M.E. Sharpe. 7. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40. 8. Kohavi, R., Longbotham, R., Sommerfield, D., & Henne, R. M. (2009). Controlled experiments on the web: Survey and practical guide. Data Mining and Knowledge Discovery, 18(1), 140–181. 9. Bryman, A., & Bell, E. (2015). Business research methods (4th ed.). Oxford University Press. 10. Robinson, M. A. (2018). Using multi-item psychometric scales for research and practice in human resource management. Human Resource Management, 57(3), 739–752. 11. Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). Sage. 12. Kirkpatrick, D. L., & Kirkpatrick, J. D. (2006). Evaluating training programs: The four levels (3rd ed.). Berrett-Koehler. 13. University Grants Commission. (2020). Good academic research practices (GARP). University Grants Commission. 14. University Grants Commission. (2018). University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations, 2018. University Grants Commission. 15. Wilkinson, M. D., Dumontier, M., Aalbersberg, I. J., et al. (2016). The FAIR guiding principles for scientific data management and stewardship. Scientific Data, 3, 160018. 16. Cuervo-Robert, C. (2025). With great transparency comes great discovery: Open science for marketing research. IJRM Newsletter. 17. European Commission. (2021). Ethics guidelines for trustworthy AI. Publications Office of the European Union.

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