


Research Methodology
in Accounting and
Finance
Semester - IV



NO. MODULES	NO. OF LECTURES
1 INTRODUCTION TO RESEARCH	15
2 RESEARCH DESIGN IN ACCOUNTING AND FINANCE	15
3 DATA COLLECTION AND PROCESSING	15
4 INTERPRETATION AND REPORT WRITING	15
TOTAL	60

Subject Objectives

- ▶ To identify problems and verify implementation of recommendation.
- ▶ To study on research design, and how to formulate the hypothesis.
- ▶ To study on processing and collection of data, statistical analysis.
- ▶ Study on interpretation of data and report writing.

1 Introduction to Research

- ▶ Introduction and meaning of research, Objectives of research, Features and Importance of research in Accounting and Finance, Objectives and Types of research - Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem : Meaning and Selection Review of Literature


2 Research Design in Accounting and Finance

**Meaning of Introduction, Need,
and Good research design.
Hypothesis: Formulation,
Sources, Importance and Types
Different Research designs**



3 Data Collection and Processing Data Collection

- ▶ : Introduction and meaning, types of data
Primary data: Observation, Experimentation, Interview, Schedules, Survey, Questionnaires, Limitations of Primary data
Secondary data: Sources and Limitations
Factors affecting the choice of method of data collection. Sampling: Significance, Methods, Factors determining sample size
Data

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- ▶ Presentation: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. Use of computer and internet in data collection and processing

4 Interpretation and Report Writing

- ▶ Meaning and techniques of interpretation, Research Report Writing: Importance, Essentials, Structure/ layout, Types



Syllabus Outcomes

- ▶ Learn about sources, types of data, recognition of sources of Data collection.
- ▶ Learn about how to design the research and types of hypothesis.
- ▶ Getting knowledge about the types of data classification of data collection, how to process the data, and learnt about the how to calculate the mean, median, mode,
- ▶ Learn about the how to write report, interpretation and submission of data/ project.