

Vidya Prasarak Mandal's

K.G Joshi College of Arts & N.G Bedekar College of Commerce, Thane

**Department of B.Com (Accounting & Finance)**

Organises Value Added Course on

**Title:** "Industry Research"(Building Project & Report)

**Preamble:** Industry Research"(Building Project & Report) Course have been designed by looking into the difficulties faced by the students in preparation of their final year research based projects of 100 marks and also for developing employability skills required for the students who are looking for good job in their field like Accounting, finance, Banking as a research analysts, business research manager etc. The Course is about the application of analytics, statistics & operation research in a real world situation. Through this course students will learn how to think about data in a broad context and what will develop verbal and written skills organize the structure of an industrial research problem and learn about professional ethics.

This course includes a company visit, wherein they will get to practical exposure of industry the work culture, integrated learning and experience in which their knowledge and Skills will be applied and assessed in a real or simulated workplace context. Feedback from industry and or community is integral to this experience. Students will plan & manage their project, conduct a critical review of relevant literature, undertake their project work to professional standard and evaluate information to prepare a report on their findings.

**Objective:**

To inculcate the element of research analyze and specific temperament challenging the potential of the students as regard to his/her enquire and ability to interpret particular aspect of the study.

**Syllabus:**

1. Overview of Business Research Project & Industry Report
2. Preparation of Mind Set for Research
3. E-Resource for study & Research
4. Language in Research
5. Developing a Good Research Topic
6. Writing an Introduction to a Research Project
7. Methodology used in Research
8. Review of Literature (Practicals)
9. Analysis of Data & Interpretation (Hands on Training)
10. Writing a Conclusion for Research Project / Report
11. Reference Writing

12. Avoiding Plagiarism in Research
13. Careers in Business Research – “A Steps towards Employability”
14. Basics Software use in Research (Hands on Training)
15. Research as the Future for Innovation & Development of Industries
16. Company Visit

**Curriculum:**

Course Duration : 20 days (2 hrs per day) , Total – 40hrs

Eligible Students: UG & PG Students

Course Inception: 2018-2019 (Continue till date)

Commencement of Course: Every year in the month of Nov-Dec

Time : 11.30am to 1.30pm


Mode : Hybrid (Online/ Offline)

**Reference Books:**

1. Research Design: Qualitative, Quantitative 4th Edition, by John W. Creswell (Author)
2. The Craft of Research , 3<sup>rd</sup> Edition by Wayne C. Booth (Author), Gregory G. Colomb (Author), Joseph M. Williams (Author)
3. Qualitative Inquiry and Research Design: Choosing Among Five Approaches 3<sup>rd</sup> Edition, by John W. Creswell (Author)
4. Qualitative Research : A guide to design and implementation 4<sup>th</sup> Edition, by Sharan B. Merriam (Author), Elizabeth J. Tisdell (Author)
5. The Essential Guide to Doing Your Research Project 2<sup>nd</sup> Edition, by Zina O'Leary (Author)
6. Doing Your Research Project (Open Up Study skills) 5<sup>th</sup> Edition, by Judith Bell (Author)
7. Introducing Research Methodology : A Beginner's Guide to Doing a Research Project 2<sup>nd</sup> ed. Edition, by Uwe Flick (Author)

**Course Outcome:**

After completion of the above mentioned course the students will be able to plan and manage their project, conduct a critical review of relevant literature, undertake their project work to professional standard and evaluate information to prepare a report on their findings.



Dr. Neelam Shaikh  
(BAF Coordinator)