

SEMESTER – IV

UCBAJ20 – RESEARCH METHODOLOGY

Year: II Sem: IV	Course Code: UCBAJ20	Title of the Course: Research Methodology	Course Type: Theory	Course Category: Elective	H/W 5	Credits 4	Marks 100
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Objectives

1. To understand the basic concepts of research
2. To familiarize with research design and hypothesis testing
3. To acquire knowledge in sampling techniques
4. To gain knowledge about data collection methods
5. To acquire knowledge in writing a report

Course Outcomes (CO)

The learners will be able to

1. Know the general definition of research and qualities of research
2. Be able to distinguish the research design and to conduct statistical test of a hypothesis
3. Define the sampling design on the basis of the data
4. Understand the types of data collection and to use it for their study based on the requirement
5. Be able to write report and do statistical analysis using software packages

CO	PO					
	1	2	3	4	5	6
CO1	H	M	L	H	M	H
CO2	H	L	L	H	H	M
CO3	H	L	H	M	M	M
CO4	H	M	L	M	M	H
CO5	H	M	M	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	H	M	M
CO2	H	L	M	H	H	M
CO3	M	L	H	M	M	M
CO4	H	M	H	M	H	H
CO5	H	M	M	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction to Research

(15 Hours)

- 1.1 Definition of Research – Meaning (K1,K2)
- 1.2 Objectives (K1,K2)
- 1.3 Types of research (K1,K2)
- 1.4 Research process (K1,K2)
- 1.5 Qualities of a researcher (K1,K2)
- 1.6 Criteria of good research – Problems encountered in research. (K1,K2)

UNIT II Research Design and Hypothesis Testing

(15 Hours)

- 2.1 Definition of research problem (K1,K2)
- 2.2 Research design - Features of good research design (K1,K2)
- 2.3 Types of research design (K1,K2,K3)
- 2.4 Factors affecting research design (K1,K2,K3)
- 2.5 Hypothesis – Meaning – Definition – Need for hypothesis – Formulation of hypothesis (K1,K2,K3)
- 2.6 Types of hypothesis – Test of hypothesis – Type I and Type II error (K1,K2,K3)

UNIT III Sampling Techniques

(15 Hours)

- 3.1 Sampling techniques – Need for sampling techniques (K1,K2)
- 3.2 Types of sampling (K1,K2,K3)
- 3.3 Merits and demerits of sampling (K1,K2)
- 3.4 Sampling and Non-sampling errors-Sampling distribution (K1,K2,K3)
- 3.5 Essential quality of good sampling (K1,K2,K3)
- 3.6 Requisites in determining the Sample size (K1,K2,K3)

UNIT IV Methods of Data Collection

(15 Hours)

- 4.1 Collection of primary and secondary data (K1,K2,K3)
- 4.2 Interview techniques - Survey and interview method – Merits and Demerits (K1,K2,K3)
- 4.3 Questionnaire – Pre requisites of using questionnaire (K1,K2,K3)
- 4.4 Structured and unstructured questionnaire (K1,K2,K3)
- 4.5 Types of secondary data (K1,K2,K3)
- 4.6 Measurement of scaling techniques (K1,K2,K3)

UNIT V Report Writing

(15 Hours)

- 5.1 Meaning and techniques of Interpretation (K1,K2,K3)
- 5.2 Data preparation process (K1,K2,K3)
- 5.3 Types of analysis (K1,K2,K3)
- 5.4 Significance of Report writing (K1,K2,K3)
- 5.5 Layout of research report (K1,K2,K3)
- 5.6 Types of report- Statistical Packages. (K1,K2,K3)

Text Books

1. C.R. Kothari, Research Methodology Methods and Techniques, New Age International, 3rd Edition, 2014.
2. P. Ravilochanan, Research Methodology, Margham Publication, Chennai, 2nd Edition, 2012.

Reference Books

1. B.N. Ghosh, Scientific Methods and Social Research, Streling Publishers Pvt. Ltd., New Delhi, 4th Edition, 2015.
2. Ranjith Kumar, Research Methodology, Sage Publishing, New Delhi, 4th Edition, 2017.
3. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.

Web Resources

https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf

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