

Research Methodology
Research Methodology
[GENERIC CORE]

Semester: V	Credits: 3	Subject Code: BB52201	Lectures: 48
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Course Outcomes:

At the end of this course the learner will be able to,

- Illustrate, categorize and distinguish among various kinds of research and the objectives of doing research, discuss about research process, research designs and sampling.
- Collect and assemble data, identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.
- Apply qualitative research techniques based on measurement & scaling, employ data analytical skills and meaningful interpretation to the data sets to solve the business and Research problem.
- Operate on quantitative data analysis and hypothesis testing procedures and interpret the results.
- Execute Research work, prepare Research Paper and write Research Report.

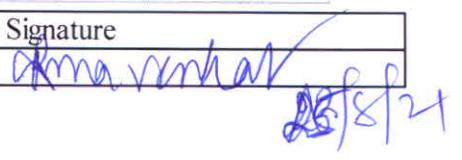
Unit 1: Introduction to Research Methodology, Research Problem and Research Design 12

- Research- Meaning, Objectives, Types, Significance, Motivation, Method Vs. Methodology, Process
- Research Problem – Defining, Necessity, Technique Involved
- Research Design – Meaning, Need, Features of a good design, Related Concepts, Different Research Designs
- Sampling Design – Characteristics, Types
- Statistics- Concept of Statistics as a basis for Research, Related Terms and Concepts, Frequency Distribution, Graphs and Charts, Formulation of Research Hypothesis and its importance

Unit 2: Methods of Data Collection and Processing and Analysis of Data 12

- Collection of Primary Data- Meaning, definition, Advantages and Limitations of Primary Data
- Methods of Collecting Primary Data: Observation Method, Interview Method, Questionnaire Method, Scheduling Method, Other Methods
- Collection of Secondary Data-Meaning, definition, Advantages and Limitations of Secondary Data, Sources of collecting Secondary Data
- Data Processing – Editing, Coding, Classification, Tabulation,
- Data Analysis- Meaning, Need and Methods of Data Analysis



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- Testing of Hypothesis- Concept and Procedure involved in Testing of Hypothesis
- Parametric and Non Parametric Tests, Important Parametric Tests – z, t, chi-square, F

Unit 3: Measurement and Scaling Techniques

12

- Measurement – Nature of Measurement, Measurement Scales, Sources of Measurement Differences, The Characteristics of Good Measurement
- Scaling Techniques – Nature of Attitudes, Attitude Scaling, Selecting a Measurement Scale, Rating Scales, Ranking Scales

Unit 4: Interpretation and Report Writing

12

- Interpretation- Meaning, Need and Techniques of Interpretation, Precaution in Interpretation
- Report Writing – Types of Report, Significance of Report Writing, Steps in Writing Report, The layout of the Research Report, Mechanics of writing a Research Report, Precautions for writing Research Reports
- Research Paper Writing- Meaning of Research Paper, Structure of Research paper, Referencing Styles
- Ethics in Report Writing and Research Paper

#12 hours for Library work, assignments, practical or field work

Recommended Text Books:

- Cooper, Donald & Schindler, Pamela, *Business Research Methods*, TMGH
- Kothari, C.R., *Research Methodology: Methods and Techniques*, New Age International Publication

Reference Books:

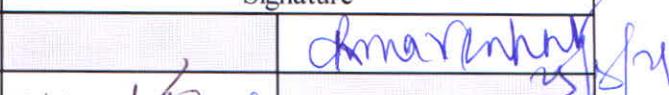
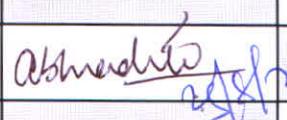
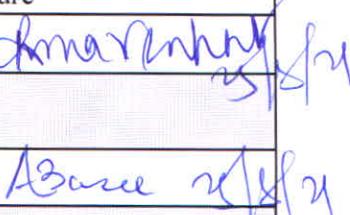
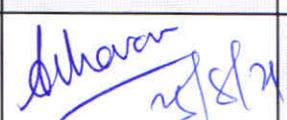
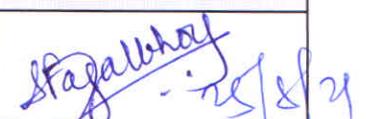
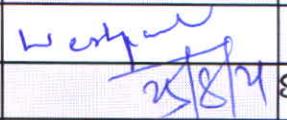
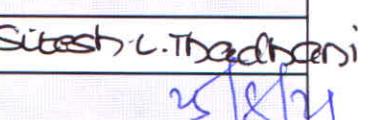
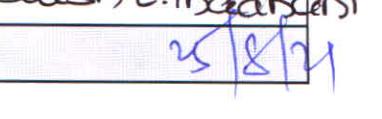
- Bryman Alan & Bell Emma, *Business Research Methods*, Oxford University Press
- Sachdeva J. K., *Business Research Methodology*, Himalaya Publication



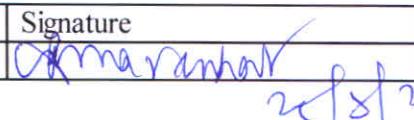
E-Resources:

- <https://nlist.inflibnet.ac.in/> (Contact the St Mira's College Library for login credentials)
- <https://search.ebscohost.com/> (Contact the St Mira's College Library for login credentials)

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Faculty*	Mrs Amrita Basu	 25/8/24
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Subject Expert (Outside SPPU)	Dr. Sabhia Fazalbhoy	 25/8/24
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