

## RESEARCH METHODOLOGY

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
V	19CBA5A	Core Paper –XIII	90	6	90	6	4

### COURSE OBJECTIVE:

1. The main objective of this course is to enable the students to understand the basic theoretical ideas and logic of research
2. To gain thorough knowledge in the development of their research projects.
3. To understand the research design, process, Hypothesis, Journal writing.

### COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To enable the students to understand the basics of Research	K2,K3
CO2	To make the students to understand to frame hypothesis and research methods	K2, K3,K4
CO3	To make them aware of scales and select sample for their Projects	K1, K2, K3,K4
CO4	To know how data is collected and their types to be used for their live project	K1,K2, K3,K4
CO5	To enable the students to understand how information are processed and to know to put in sequence for their project	K1,K2, K3,K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

### MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	S	M	M	S	M	S
CO3	M	S	S	S	S	M
CO4	S	S	M	S	M	S
CO5	M	S	S	M	S	M

S – Strong ; M – Medium; L – Low

**Unit – I INTRODUCTION TO RESEARCH****20 Hours**

**Research** : Concept – Objectives – Significance – Research Process – Types of Research - Factors for Successful Research – Problems of Research in India – Selecting and identifying a Research Problem – Steps and techniques involved in Selecting a Research Problem. Research Design – Features – Important Concepts – Types of Research Design – Types of Experimental Design – A Model of Research Design – Factors Affecting Research Design - Phases of Business Research.

**Unit – II RESEARCH METHODS AND HYPOTHESIS****15 Hours**

**Research Methods** : Historical – Field Survey – Case Study – Experimental Method – Difference between Case Study and Field Survey. **Hypothesis** : Concept – Characteristics – Need – formulation - Sources – Testing – Types – Criteria of a good Hypothesis .

**Unit – III SAMPLING METHODS****20 Hours**

**Scaling** : Scaling techniques – Types. **Sample** :- Concept – Sampling Design – Population – Pilot Study – Pre – Testing – Characteristics - Criteria of a Selecting a Sample – Merits and Demerits of Sampling - Factors affecting in selecting a Sample. **Sampling methods**: Types of Sampling Methods – Probability Sampling Methods – Non – Probability Sampling Methods.

**Unit – IV DATA COLLECTION METHODS****20 Hours**

**Data collection methods** : Types – Primary Data – Interview – Types – Success factors – Merits and Demerits Observation – Types - Success factors – Merits and Demerits - Questionnaire – Guidelines – Merits and Demerits - Schedule – Uses - Merits and Demerits – Difference between Questionnaire and Schedule – Secondary Data – Problems – Other types of Data Collection.

**Unit – V REPORT AND JOURNAL WRITING****15 Hours**

**Processing of Data** : Editing – Coding – Tabulation – Classification - Interpretation – Concept – Need – Pre-requisite of good Interpretation – Problems. **Report Writing** : Concept – Features – Pre-requisites – Types – Layout – Mechanics – Footnote – Quotations – Bibliography – Appendices. **Journal Writing** : Structure – Content – Style – Format – Abstract

**Distribution of marks: Theory 100% and problem 0%**

**Text Books :**

<b>Sl no</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publications</b>
1.	C.R. Kothari	Research Methodology	Sultan Chand and Sons	2010
2.	O.R. Krishna Murthy & O.R. Rangasamy	Research In Social Science	Himalaya Publications	2005

**REFERENCE BOOKS:**

<b>S.n</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
<b>1</b>	Donald R.Cooper and Pamela S. Schindler	Business Research Methods	Irwin McGRAW-HILL International Editions	2000
<b>2</b>	S N Murthy & U Bhojanna	Business Research Methods	Excel Books New Delhi	1998
<b>3</b>	R. Paneer Selvan	Research Methodology	Prentice Hall of India	2002

**TEACHING METHODOLOGY:**

- Chalk & Talk
- Lecture
- Seminar
- Assignment
- PPT
- Group Discussion
- You tube class

**SYLLABUS DESIGNER:**

- **Rama** , Assistant Professor, Department of Management Studies, D.K.M College for Women