RESEARCH METHODOLOGY

Sem	Subject code	Category	Lecture		Theory		Practical	Credits
III	21CPCO3D	Core XII	6 hrs. per week	90	6 hrs. per week	90	NIL	3

COURSE OBJECTIVES:
- To provide knowledge on research methods, techniques,process.
- To develop skills in the application of research methods for business problemsolving.

COURSE OUTCOMES:

On successful completion of the course, the student will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL (K1 – K5)
CO1	To familiarize and create awareness about research among PG students	K3
CO2	To identify the components of research design	K3, K4
CO3	To have a realistic approach through data collection and data processing	K3
CO4	To understand and analyse the sampling process	K4
CO5	To explore the process of submission of research report	K3

*Knowledge Level: K1- Remember; K2- Understand; K3- Apply; K4 Analyse

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	S	M
CO2	S	S	M	M	S	S
CO3	S	S	M	S	M	S
C04	S	M	M	S	M	M
CO5	S	S	M	M	S	S

S-Strong; M-Medium; L-Low

UNIT I INTRODUCTION TO RESEARCH, RESEARCH PROBLEM AND HYPOTHESIS 18 Hours

Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study.

Defining the Research problem; Management Decision Problem Vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.

UNIT II RESEARCHDESIGN **18 Hours**

Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design.

UNIT III DATA COLLECTIONANDPROCESSING **18 Hours**

Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method – Difference Between Questionnaire and Interview Schedule.

Data Processing: Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.

UNITIVSAMPLING **18 Hours**

Sample Vs Census, Sampling Vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion.

UNIT VRESEARCH REPORT **18 Hours**

Research Report Writing: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report

ADDITIONAL EXERCISE

One day session on SPSS- Introduction and important methods of data analysis through SPSS.TEXT BOOKS:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER	YEAR OF PUBLICATION
1	Kothari.C.R.	Research Methodology	New Age International Publisher New Delhi	2018

REFERENCE BOOKS:

S.NO	AUTHOR	TITLE	PUBLISHER	YEAR OF PUBLICATION
1	Gupta,S.P	Statistical Methods	Sultan Chand and Sons New Delhi	2014
2	Wilkinson. T.S & Bhandarkar. P.L.	Methodology and Techniques of social research	Himalaya Publishing House Mumbai	2019
3	Panneerselvam. R.	Research Methodology	Prentice Hall of India, New Delhi	2014
4	Green, P.E.	Research for Marketing Decisions	Prentice-Hall of India, New Delhi	2019

TEACHING METHODOLOGY:
- Class roomteaching
- Discussions
- PPTPresentations
- Chalk &Board

WEBSITE SOURCES:
- **www.tutorsindia.com**
- **www.springer.com**
- **www.authorstream.com**
- **www.socialpsychology.org**

SYLLABUS DESIGNERS:
- Dr.K. Vinithi, Assistant Professor of Commerce.