

**Research Methodology**  
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**[GENERIC CORE]**

<b>Semester: V</b>	<b>Credits: 3</b>	<b>Subject Code: BB52201</b>	<b>Lectures: 48</b>
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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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<ul style="list-style-type: none"> <li>• Testing of Hypothesis- Concept and Procedure involved in Testing of Hypothesis</li> <li>• Parametric and Non Parametric Tests, Important Parametric Tests – z, t, chi-square, F</li> </ul>	
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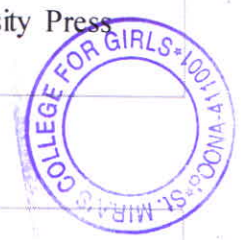
<b>Unit 3: Measurement and Scaling Techniques</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Measurement – Nature of Measurement, Measurement Scales, Sources of Measurement Differences, The Characteristics of Good Measurement</li> <li>• Scaling Techniques – Nature of Attitudes, Attitude Scaling, Selecting a Measurement Scale, Rating Scales, Ranking Scales</li> </ul>	

<b>Unit 4: Interpretation and Report Writing</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Interpretation- Meaning, Need and Techniques of Interpretation, Precaution in Interpretation</li> <li>• 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</li> <li>• Research Paper Writing– Meaning of Research Paper, Structure of Research paper, Referencing Styles</li> <li>• Ethics in Report Writing and Research Paper</li> </ul>	

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

<b>Recommended Text Books:</b>
<ul style="list-style-type: none"> <li>• Cooper, Donald &amp; Schindler, Pamela, <i>Business Research Methods</i>, TMGH</li> <li>• Kothari, C.R., <i>Research Methodology: Methods and Techniques</i>, New Age International Publication</li> </ul>

<b>Reference Books:</b>
<ul style="list-style-type: none"> <li>• Bryman Alan &amp; Bell Emma, <i>Business Research Methods</i>, Oxford University Press</li> <li>• Sachdeva J. K., <i>Business Research Methodology</i>, Himalaya Publication</li> </ul>



<b>E-Resources:</b>
<ul style="list-style-type: none"> <li>• <a href="https://nlist.inflibnet.ac.in/">https://nlist.inflibnet.ac.in/</a> (Contact the St Mira's College Library for login credentials)</li> <li>• <a href="https://search.ebscohost.com/">https://search.ebscohost.com/</a> (Contact the St Mira's College Library for login credentials)</li> </ul>

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Industry Expert	Mr. Suresh Thadhani		<i>Suresh C. Thadhani</i> 25/8/24
One Alumni***	Ms. Devi Krishna		<i>Devi Krishna</i> 25/8/24



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