

**Course Name: Research Methodology****Course Code-MS 110****Course Credits: 6**

**Course Objective:** The objective of the course is to provide students the fundamentals of research in business situation and its application. Also this paper acquaints the students with latest tools and techniques of analysis and its presentation.

**Block I Introduction to Research Methodology****Unit I Research and its Relevance for Management**

Meaning of Research – Types of research- Major Fields of Human Knowledge – Relevance of Management Research

**Unit II Nature and Scope of Research Methodology****Unit III Research Process and Review of Literature****Unit IV Problem Formulation and Statement of Research Objectives**

-Operational definition of the variables

**Unit V Research Designs****Unit IV Hypothesis – Formulation and Testing**

Hypothesis – Formulation and Testing – Characteristics of a Good and Usable Hypothesis

**Block II Methods of Data Collection****Unit VI Types and Sources of Data**

Primary and Secondary Sources

**Unit VII Methods of Data Collection**

Observational and Survey Methods, Questionnaire Design

**Unit VIII Research Designs**

Research Designs – Exploratory, Descriptive and Experimental Research Designs – Case Study Method of Research

**Unit IX Attitude Measurement and Motivational Research Techniques****Unit X Survey Research-Scaling Techniques****Unit XI Sampling and Sampling Distributions**

Terminology, Sampling methods, use, advantages and disadvantages,

**Unit XII Sampling Types and Errors****Block III- Analysis of Data****Unit XIII Data Analysis and Interpretation**

Data Analysis and Interpretation: Methods – Qualitative and Quantitative, Data Presentation, Hypothesis Testing

**Unit XIV Statistical Tools in Data Analysis**

Statistical Tools in Data Analysis: Descriptive and Inferential

**Unit XV Multivariate Data Analysis**

**Unit XVI Factor Analysis**

**Unit XVII Use of Statistical Softwares**

Use of Statistical Softwares (Excel/SPSS/STATISTICA/AMOS/SYSTAT ETC.)

**Block IV -Report Writing and Presentation**

**Unit XVIII Intricacies of Report Writing-I**

Report Writing: Contents and Coverage, Objectives, Methodology and Findings

**Unit XIX Intricacies of Report Writing-II**

Rationale of the study and Application, Conclusion and Recommendation

**Unit XX Presentation of a Report**

Presentation of a Report: Use of PowerPoint and Overhead Projector, Model Presentation

**Suggested Readings-**

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.
3. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.