

RESEARCH METHODOLOGY

Semester I
Code : RM01C04

Credit -4
Hrs – 90

Objectives

- To help the students to understand how to do research in the area of commerce and management.

MODULE 1

Research-meaning-significance-objectives- types of research-research methods Vs methodology-steps in research.

(15 Hrs)

MODULE 2

Research problem-definition-nature-formulation-techniques of defining the problem-research design-meaning-needs-types-of research design- variables-dependent and independent variables extraneous variables-intervening variable-dichotomous variable research proposal and its preparation-Research hypothesis-types of hypothesis.

(20 Hrs)

MODULE 3

Sampling design-census and sample survey-sample frame-sample size methods of sampling.

(15 Hrs)

MODULE 4

Collection and analysis of data- types of data-methods of data collection-preparation of questionnaire or interview schedule measurement and scaling techniques-nominal data-interval data ordinal data –ratio data- Reliability analysis and its need-analysis of data-uni-variate analysis-bi-variate analysis-multi-variate analysis cross tabulation

(30 Hrs)

MODULE 5

Research reporting-relevance-characteristics of a good research report- contents of a report-citing references using APA style-MLA style-Chicago style-plagiarism

(10 Hrs)

REFERENCE BOOKS

1. *Statistical methods for research*, Prf.K.Kalyanaraman, Prentice Hall Pvt.Limited
2. *Business research*, Collis, Palgrave Macmillian.
3. *Research Methods for Business: A Skill Building Approach*, Sekaran.
4. *Management Research Methods*, Velde.
5. *Business Research Methodology*, Dwivedi.
6. *Research methodology*, Ramamoorthi.
7. *Research methodology*, CR.Kothari, Wishwaprakasan.
8. *Research methodology*, R.Paneerselvam, Prentice Hall of India.
9. *Research Methodology*, OR.Krishna Swami, Himalaya Publishing house
10. *Methodology and techniques of social research*, Himalya Publishing House.
11. *Goodewj and Hatt, Social research methods*, Magraw Hill, Newyork.
12. *Bajpai, SR, Methods of Social Survey and Resaerch*, Kitab Ghar, Kanpur