ANNAMACHARYA UNIVERSITY

(ESTD UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT,
(UNIVERSITY LISTED IN UGC AS PER THE SECTION 2(f) OF THE UGC ACT, 1956)

RAJAMPET, YSR District, AP – 516126, INDIA

Title of the Course	**:**	Research Methodology for Social Sciences & Humanities
Course Code	**:**	26CMGT01T
Course offered	**:**	English, Management and Education
Credits	**:**	2

Course Objectives:

1. To understand the basics of research and its process.
2. To understand the design of research along with sampling techniques.
3. To enable the use of measurement scaling and design of questionnaires.
4. To Gain knowledge of data collection, processing and its analysis.
5. To Gain ability to represent data and prepare the Report.

Course Outcomes:

1. Understand the formulation of research problem and hypothesis in Research.
2. Determine sample size appropriate to the research design.
3. Demonstrate measurement scales and questionnaires.
4. Memorize the data collection methods in statistical analysis.
5. Discuss research reports for decision making.

Unit 1 Introduction **9**

Meaning and significance of Research – Types of Research -Research Process – Problem identification and definition – Criteria for Good Research – Review of Literature – Hypothesis: Null Hypothesis Vs Alternative Hypothesis, Hypothesis Formulation- Types of Variables.

Unit 2 Research Design and sampling Methods **12**

Meaning of and Need for Research Design – Types of Research Design – Nature of Sampling – Probability and Non-Probability Sampling Methods – Steps in Sample Design – Sample Size Determination and Approaches.

Unit 3 Scaling Techniques and Research Instrument **13**

Nature of Measurement and Scaling – Measurement Scales – Scaling Techniques – Constructing, Drafting and Refining the Questionnaires.

Unit 4 Data collection, Processing and Analysis **13**

Sources of Data: Primary and Secondary Data – Data Collection Methods – Processing with the help of Internet and Computer technologies and Analysing Data.

Unit 5 Data Presentation and Report Writing **8**

Diagrammatic and Graphical Presentation: Techniques, Merits and Demerits – Report Writing – Types and Layout of Research Reports.

Prescribed Textbook:

1. Research Methodology – Methods & Techniques, CR Kothari, C/e New Age International, New Delhi, 2008.

Reference Books:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009
2. Methodology of Research in Social Sciences, O.R. Krishnamswami, M.Ranganatham, Himalaya Publishing House, 2002.