Title of the Course RESEARCH METHODOLOGY
Category PCC
Course Code 24CMGT01T

Year
Semester
Branch Ph.D.

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives:

- To understand the basics of research in managerial decision making.
- To understand the design of research along with sampling in research.
- To appreciate the use of measurement scaling and design of questionnaires.
- To Gain knowledge of collection and analysis of data.
- To Gain ability to represent data and report preparation.

Unit 1 INTRODUCTION 9

Meaning and Significance of Research – Types of Research - Research Process – Problem Identification and Definition – Criteria for Good Research – Hypothesis: Null Hypothesis Vs Alternative Hypothesis, Hypothesis Formulation – Types of Variables.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance and types of research. (L2)
- Define different types of variables and Hypotheses. (L1)

Unit 2 RESEARCH DESIGN AND SAMPLING METHODOLOGY 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.

Learning Outcomes: At the end of the unit, the student will be able to:

- Differentiate sampling methods. (L4)
- To understand various methods of research design. (L2)
- Memorize determination of sample size. (L1)

Unit 3 MEASURMENT AND SCALING TECHNIQUES 13

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

Learning Outcomes: At the end of the unit, the student will be able to:

- Use scaling techniques and Constructing, Drafting and Refining the Questionnaires. (L3)

Unit 4 DATA COLLECTION, PROCESSING AND ANALYSIS 13

Sources of Data: Primary and Secondary Data – Data Collection Method – Processing and Analyzing Data.

Learning Outcomes: At the end of the unit, the student will be able to:

- Discuss data collection methods. (L2)

Unit 5 DATA PRESENTATION AND REPORT WRITING 8

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

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify different types research reports and research report layout. (L1)

Prescribed Textbooks:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009
2. Business Research Methods, William G. Zikmund, 7/e, Cengage, 2008.
3. Marketing Research Contemporary Approach, Dr. P. Naryana Reddy, Dr. GVRK Acharyulu, 2/e, Excel Books.
4. Research Methodology – Methods & Techniques, C.R. Kothari, 2/e New Age International, New Delhi. 2008.

Reference Books:

1. Research methods for managers' 3/e, John gill & Phil Johnson, Sage Publications.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
3. Methodology and Techniques of Social Science Research, Wilkinson &Bhandarkar, Himalaya Publishing House.
4. An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill.
5. Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
6. Research Methodology, Dipak Kumar. Bhattacharya, Excel Books, 2006.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Understand the formulation of research problem and hypothesis in Social Sciences.	L2
2. Determine sample size appropriate to the research design	L2
3. Demonstrate measurement scales and questionnaires.	L3
4. Memorize the data collection methods in statistical analysis.	L1
5. Discuss research reports for managerial decision making.	L2