

RESEARCH METHODOLOGY

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 hypotheses.

(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-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)

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MODULE-5 Research reporting-relevance-characteristics of a good research reports- contents of a report-citing references using APA style-MLA style-Chicago style-plagiarism

(10 Hrs)