

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

**COURSE WORK EXAMINATION: RESEARCH METHODOLOGY
MANAGEMENT**

UNIT 1

Research: Types of Research – Significance of Research in Business Sciences –
Research Problem: Identification – Selection and Formulation – Review of Literature – Hypothesis – Meaning – Sources – Types of hypothesis.

UNIT 2

Research Design: Components of a Research Design – Drafting a model Research Proposal – Sampling – Principles of Sampling – Probability and Non-probability Sampling Methods – Sources of Information – Choice between Primary and Secondary Data.

UNIT 3

Methods of Data Collection: Collection of Primary Data: Observation, Interview and Questionnaires – Essentials of a Good Schedule and Questionnaire – Selection of appropriate Method for Data Collection – Pretesting – Pilot Study – **Scaling Techniques:** Meaning – Importance – Methods of their construction. Measurement in Research: Test of sound measurement – Techniques of developing measurement tools.

UNIT 4

Processing of Data: Editing, Coding, Classification and Tabulation – **Analysis of Data:** Measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis – Association of Attributes. Hypothesis Testing: Testing for Means: One and Two populations – One way and Two way ANOVA – Testing of Proportions: One and Two populations – Chi-square Test.

UNIT 5

Interpretation and Report Writing: Importance of Interpretation – Precautions in Interpretation – Report Writing – Different Steps in Report Writing – Lay out of the Research Report – Types of Reports – Mechanics of Writing a Research Report – Research Ethics: Meaning – Purpose – Ethical Guidelines and Legislation – Norms and values – Responsibility of researcher – Confidentiality of data – Good citation practice – Plagiarism – Scientific integrity – Data sharing – Impartiality.

REFERENCES:

1. CR. Kothari, *Research Methodology: Theory and Practice*, New Age Publishers
2. Uma Sekaran, *Research Methods for Business: Skill Building Approach*, 4th ed. 2003, John Wiley & Sons, Inc.
3. S. Shajahan, *Introduction to Business Research Methods*, Jaico Publishing House, 2014.
4. Ram Ahuja, *Research Methodology*, Rawat Publ, Delhi, 2001.
5. Jaspal Singh, *Methodology and Techniques of Social Research*, Kanishka Pub., New Delhi.
6. SP. Gupta, *Statistical Methods*, Sultan Chand & Sons, New Delhi, 2002.
7. The Norwegian National Research Ethics Committees, *Guidelines for Research Ethics in the Social Sciences, Humanities, Law & Theology*, 4th ed. June 2016.
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