

## 17HS001 Research Methods

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### Objective of the Course:

Objective of the course is to enable research scholars to have a general understanding of research methods and application of statistical tools in the analysis and interpretation of findings and guidelines for report writing.

### UNIT - I

**Introduction:** Nature and Importance of research, the role of business research, aims of social research, research process, types of research. Data Base: discussion on primary data and secondary data, probability and non-probability sampling techniques.

### UNIT-II

**Research design:** Meaning of research design. Functions and goals of research design. Questionnaire and Schedule.

### UNIT – III

**Measurement and scaling concepts:** Attitude measurement, levels of measurement and types of scales, criteria for good measurement. Measures of central tendency, measures of dispersion, measures of variation, Correlation and Regression. Statistical Inference. Tests of significance for small samples, t-test, Chi-Square test and ANOVA-one way and two way classifications. Discriminate analysis, cluster analysis, conjoint analysis

### UNIT-IV

**Technical Report Writing:** Pre-writing considerations, Thesis writing, formats of report writing, Formats of publications in Research Journals. Technique of Interpretation, Precaution in Interpretation, Significance of Report writing, Different steps in writing Report, Layout of the Research Report, Types of Reports, Report Format, Typing Instructions, Oral Presentations.

### UNIT-V

**Research Ethics and Morals:** Issues related to plagiarism, collaborative models and ethics, Acknowledgements. *Intellectual Property Rights:* copy rights.

### Text Books:

1. Bhattacharya, D. K., Research Methodology, Excel Books, New Delhi.
2. Gupta S.P., Statistical Methods, Sultan Chad, New Delhi, 2001.
3. Pannerselvam, Research Methodology, Prentice Hall of India, New Delhi, 2005.

### Reference Books:

1. Andrews, F.M. and S.B. Withey Social Indicators of well being, Plenum Press, 1976.
2. Bennet, Roger, Management Research, ILO, 1983.
3. Murray.R. How to write a Thesis:, Tata Mc Graw-Hill.
4. Nanda Gopal, Research Methods Using Computers, Excel Books, New Delhi.
5. Salkind. Neil.J, Exploring Research, Prentice Hall of India, New Delhi, 1997.
6. Shajahan.S, Research Methods for Management, Jaico Publishing House, 2005.
7. C.R. Kothari: Research Methodology, Methods & Techniques, 2nd Edition, New Age International Publications