



TEACHING PLAN: RESEARCH METHODOLOGY

SCHOOL: ASOM		ACADEMIC SESSION: 2023 – 2024		MBA 2nd SEMESTER FOR STUDENTS' BATCH: 2023-25		
1	Course code	MGTM-202				
2	Course Title	Research Methodology				
3	Credits	4				
4	Learning Hours	Contact Hours		60		
		Assessment		20		
		Guided Study		20		
		Total hours		100		
5	Course Objective	<ol style="list-style-type: none"> 1. To familiarize participants with basic of research and the research process. 2. To enable the participants in conducting research work and formulating research synopsis and report. 3. To familiarize participants with Statistical packages such as SPSS/EXCEL. 4. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem. 5. To learn skills and techniques of compiling reports of a research or project. 				
6	Course Outcomes	<ol style="list-style-type: none"> 1. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. 2. Have basic knowledge on qualitative research techniques. 3. Have adequate knowledge on measurement & scaling techniques as well as quantitative data analysis. 4. Have basic awareness of data analysis-and hypothesis testing procedures 5. Learn skills and techniques of compiling reports of a research or project. 				
7	Outline syllabus:					
7.0 1	Unit	Section	Introduction		Reference Number	Teaching Methods
7.0 2	Unit-1	(a)	<ul style="list-style-type: none"> • Meaning and Objectives of Research • Definition and scope of research. • Objectives and significance of research in various fields. • Process of Research • Steps involved in the research process. • Importance of each step in conducting research. <p> https://www.digimat.in/nptel/courses/video/121106007/L01.html https://youtu.be/w85YfhzhPXg?feature=shared https://youtu.be/1BUSXewXbzQ?feature=shared </p>		TB1 1-28 RB4 3-30	White Board & PPT

		(b)	<ul style="list-style-type: none"> Types of Research Basic types of research: exploratory, descriptive, analytical. Comparative analysis of different types with real-world examples. Research Approaches Qualitative vs. quantitative research approaches. Discussing the advantages and disadvantages of each approach. Research Planning and Social Survey Research Importance of research planning. Introduction to social survey research and its application. <p> https://youtu.be/tjDBPRoyDJA?feature=shared https://youtu.be/sRxHDkwIOTk?feature=shared https://youtu.be/kJefrPBYiho?feature=shared https://youtu.be/SkiCtWyH3pw?feature=shared </p>	RB4 2-18	White Board & PPT
		(c)	<ul style="list-style-type: none"> Research Problem Selection and Formulation of a Research Problem. Techniques involved and criteria for a good research problem. Selection of the Topic Critical appraisal of literature research. Strategies for selecting a workable research topic. <p> https://youtu.be/oTc4_zjmev0?feature=shared https://youtu.be/ORMoN5bhShs?feature=shared https://youtu.be/eTEc8H7LTuM?feature=shared </p>	TB1 179-206	White Board & PPT
7.0 3	Unit- II	(a)	<ul style="list-style-type: none"> Review of Literature Definition and importance of literature review. Types of literature reviews and sources of research literature. Writing a Review Guidelines for writing an effective literature review <p> https://www.youtube.com/watch?v=X2BK7H2RgBw https://youtu.be/h6viqbrORuQ?feature=shared https://youtu.be/bs0GBkf7mmE?feature=shared </p>	TB1 89-98	White Board & PPT
		(b)	<ul style="list-style-type: none"> Hypothesis Formulation Concept, sources, and types of hypotheses. Steps in the formulation of a hypothesis. Qualities of a Workable Hypothesis Discussing the characteristics that make a hypothesis effective. Examples illustrating good and bad hypotheses. <p> https://youtu.be/u5xHqCpfaJk?feature=shared https://youtu.be/HrVp2woyqgl?feature=shared https://youtu.be/W0aWaGq0ILE?feature=shared </p>	TB1 99-109	White Board & PPT

		(c)	<ul style="list-style-type: none"> Usefulness of Hypothesis in Business Research Understanding the role of hypotheses in business research. https://www.youtube.com/watch?v=UWEElp3gesY&list=PLsh2FvSr3n7eSNTEmfsUYHZseU-IJfgWX 	RB4 31, 308, 334, 309, 171	White Board & PPT
7.0 4	Unit-III	(a)	<ul style="list-style-type: none"> Research Design Definition and importance of research design. Different types of research designs. https://youtu.be/Oo3xskaqzAY?feature=shared https://youtu.be/P5cE9PZ7hYo?feature=shared 	TB1 114- 115	White Board & PPT
		(b)	<ul style="list-style-type: none"> Uses of Research Design Exploring the applications of research design in various studies. Steps in Preparing a Research Design Understanding the systematic process of creating a research design. https://youtu.be/LpmGSioXxdo?feature=shared https://youtu.be/9AQzsiNFxHk?feature=shared 	TB1 373- 383	White Board & PPT
		(c)	<ul style="list-style-type: none"> Exploratory, Descriptive, and Experimental Designs In-depth discussion of each type of research design. Research Design for Business Studies Application of research design principles in the business context. https://youtu.be/eXZUT_Y6FnI?feature=shared https://youtu.be/Oo3xskaqzAY?feature=shared 	TB1 327	White Board & PPT
7.0 5	Unit-IV	(a)	<ul style="list-style-type: none"> Sampling Meaning and characteristics of a good sample. Principles of sampling and the sampling process. Probability and Non-Probability Sampling Understanding the distinctions and applications of each sampling method. https://youtu.be/-WfQ-T6Sd7s?feature=shared https://youtu.be/2cn5KGvJXaU?feature=shared https://youtu.be/aSIBlr_T7M0?feature=shared 	TB1 52-58	White Board & PPT
		(b)	<ul style="list-style-type: none"> Data Collection Sources and techniques of data collection. Construction of a questionnaire and interview techniques in business research. https://youtu.be/caUiRsg5M6k?feature=shared https://youtu.be/yOU_s0xzc-Y?feature=shared https://youtu.be/XPh7TjVTCso?feature=shared 	RB4 23, 30, 82	White Board & PPT
		(c)	<ul style="list-style-type: none"> Data Measurement and Scaling Concept and levels of measurement. Tests of sound measurement: validity and reliability. https://youtu.be/j2x83s9NrTg?feature=shared https://youtu.be/jpJbdifYJMc?feature=shared https://youtu.be/CmxUoW4ZVdg?feature=shared https://youtu.be/-FLhvXcUqVw?feature=shared 	TB1 52-54 179- 206 235- 247	White Board & PPT

7.0 6	Unit- V	(a)	<ul style="list-style-type: none"> Data Analysis Data processing and presentation. Financial and statistical techniques of data analysis and their limitations. https://youtu.be/8iEvvo0R-Mw?feature=shared https://youtu.be/w1DWDeA36O4?feature=shared https://youtu.be/6yRwgwwDXTI?feature=shared	TB1 407- 408	White Board & PPT
		(b)	<ul style="list-style-type: none"> Testing of Hypothesis Procedures and types of tests. Parametric and non-parametric tests of hypotheses. Interpretation Meaning, importance, and pre-requisites of interpretation. Common errors in interpretation. https://www.youtube.com/watch?v=OjC0HZHTK4&list=PLEIbY8S8u_DJYKayvumNh8tVj94PzKWWr https://youtu.be/c2R90qwPCcU?feature=shared https://youtu.be/FAhM6BiqJA0?feature=shared	TB1 409- 422	White Board & PPT
		(c)	<ul style="list-style-type: none"> Report Writing Essentials of a good research report. Types of reports, layout, and the process of writing up a research report. Evaluating a Research Report Criteria for evaluating the quality of a research report. Peer review and constructive feedback. https://youtu.be/25SIYhVCA-M?feature=shared https://youtu.be/25SIYhVCA-M?feature=shared	RB4 480	White Board & PPT
8 Course Evaluation					
8.1 CA: 40%					
8.1 .1	Attendance	5%			
8.1 .2	Assignment & Presentation	20%			
8.1 .3	Class test	15%			
8.1 .4	Any other	--			
8.2	MTE	20%			
8.3 End-term examination: 40%					
9 Text Books & References					
9.1	Text book	TB1: Kothari, C. R., Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2 nd Edition			

9.2	Referen ces	<p>RB1: Paneerselvam, R., Research methodology, PHI Learning Pvt. Ltd., New Delhi, 2009.</p> <p>RB2: Green, Paul E., Tull, Donald S. and Albaum, Gerald, Research for marketing decisions, Prentice Hall of India Pvt. Ltd., New Delhi</p> <p>RB3: Saunders, Mark, Lewis, Philip and Thornhill, Adrian, Research methods for business students, Pearson Education, New Delhi</p> <p>RB4: Krishnaswamy, K.N., Sivakumar, Appa Iyer and Mathirajan, M., Management Research Methodology, Dorling Kindersley (India) Pvt. Ltd., New Delhi, Fourth Impression, 2010</p>
9.3	Video Referen ces	<p>https://www.digimat.in/nptel/courses/video/121106007/L01.html</p> <p>https://www.youtube.com/watch?v=2y-6GnKDUHg</p> <p>https://leverageedu.com/blog/research-design/</p> <p>https://www.youtube.com/watch?v=bpKarwfDRIk</p> <p>https://onlinecourses.nptel.ac.in/noc22_bt06/preview</p> <p>https://www.youtube.com/watch?v=X2BK7H2RgBw</p> <p>https://www.youtube.com/watch?v=X2BK7H2RgBw</p> <p>https://www.youtube.com/watch?v=Tui-TFlmlLc</p> <p>https://www.youtube.com/watch?v=Wj2wCiOi1Cc</p> <p>https://www.youtube.com/watch?v=vEK-ZZfhhjc</p> <p>https://www.youtube.com/watch?v=BlzR2PjZSdY</p> <p>https://www.youtube.com/watch?v=e6HjDcd4U6U</p> <p>https://www.youtube.com/watch?v=VFmFX29m60</p> <p>https://www.youtube.com/watch?v=5dVW9rPbjjc</p> <p>https://www.youtube.com/watch?v=Xp2PVO3do34</p> <p>https://www.youtube.com/watch?v=W4WHYdr9jLQ</p>

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic ↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

QUESTION BANK

1. Explain the objectives of research. 5 Marks
2. What are the types of research? 5 Marks
3. Distinguish between qualitative v/s quantitative researches. 5 Marks
4. Explain the research process. 5 Marks
5. Explain the features of a good hypothesis. 5 Marks
6. Explain the types of hypothesis. 5 Marks
7. Explain the importance of research design. 5 Marks
8. Explain the steps of research design. 10 Marks
9. What is sampling and what is the need of the same? 10 Marks
10. What are the characteristics of a good sample? 5 Marks
11. Probabilistic and non-probabilistic sampling. 10 Marks
12. What are the advantages of primary and secondary data? 10 Marks
13. Elaborate interview as a method of collecting data. 10 Marks
14. What are the types of observational data collection methods? 10 Marks
15. What are the advantages and disadvantages of survey method of data collection? 10 Marks
16. What are the limitations of a questionnaire? 10 Marks
17. Explain the types of scales used in research. 10 Marks
18. Depth interview and projective techniques, 5 Marks
19. Explain editing and tabulation of data. 10 Marks
20. Dependent and independent factors. 10 Marks
21. What are the essentials of data interpretation? 10 Marks
22. Explain the significance of processing data. 5 Marks
23. Multivariate techniques. 5 Marks
24. Hypothesis testing. 5 Marks
25. Null hypothesis v/s alternate hypothesis 5 Marks
26. Computer aided chart . . . 10 Marks
27. Warranty card and consumer panel 5 Marks
28. What are the functions of a report? 5 Marks
29. What are the essential of a good report? 5 Marks
30. How is a research report structured? 5 Marks
31. What are the various types of research reports? 10 Marks
32. Relevance of ethics and report writing. 10 Marks
33. What is Research Problem? 5 Marks
34. What are the Objectives of research? 5 Marks
35. State the different types of research 5 Marks

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| 36. What are the steps in Research Process? | 10 Marks |
| 37. What are the characteristics of hypothesis? | 5 Marks |
| 38. What is null hypothesis and alternative hypothesis? | 10 Marks |
| 39. Explain Level of Significance. | 5 Marks |
| 40. Define Research Design. | 5 Marks |
| 41. What are the Needs for Research Design? | 5 Marks |
| 42. What are the Features of Good Research Design? | 5 Marks |
| 43. What are the different types of variables? | 5 Marks |
| 44. What are the different types of Research design? | 5 Marks |
| 45. What are the several methods of collecting primary data? | 10 Marks |
| 46. State the difference between Questionnaire and Interview Schedule. | 10 Marks |
| 47. What are the different types of Questionnaires? | 5 Marks |
| 48. What are the different types of data collection methods? | 10 Marks |
| 49. Briefly describe the different steps involved in a research process. | 10 Marks |
| 50. Describe the different types of research, clearly pointing out the difference between an experiment and a survey. | 10 Marks |
| 51. "Empirical research in India in particular creates so many problems for the researchers".
State the problems that are usually faced by such researchers. | 10 Marks |
| 52. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. | 10 Marks |

PROJECTS (To be given to group of students)

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1. Various steps of business research
 2. Developing the good hypothesis?
 3. Presentation of data with help of different tools
 4. Using the different tools in business research.
 5. Analysis the data with the help of EXCEL/SPSS
 6. Procedure of report writing and presentation