

II Year II Semester

Code	Course	Marks	L	T	P	C
24BB4C02	Research Methodology	100	3	0	0	3

Course Outcomes:

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Describe the nature, types, and ethical issues of business research and outline the steps in the research process.	Understanding
CO2	Identify sources of data, apply sampling techniques, and develop questionnaires.	Applying
CO3	Select suitable survey methods, manage fieldwork, and present data using tables and graphs.	Applying
CO4	Formulate hypotheses and apply statistical tests such as t-test and Chi-square to analyze research problems.	Analyzing
CO5	Construct well-structured research reports by integrating research design, data analysis, and findings into appropriate formats.	Applying

Course Content:

Unit -I INTRODUCTION

Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research-, ethical issues in business research- Defining Research Problem, Steps in Research process.

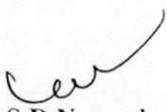
Unit-II DATA BASE

Primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire.

Unit -III SURVEY RESEARCH AND DATA ANALYSIS

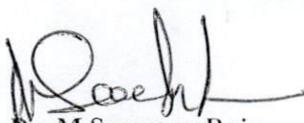
Selection of an appropriate survey research design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self- administered Questionnaires.

Signed by:


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(Chairman)


Dr. A KrishnaMohan
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Dr. P Uma Maheswari Devi
(Subject Expert -1)


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Unit -IV FORMULATION OF HYPOTHESIS –TESTS OF HYPOTHESIS

Introduction to Null hypothesis vs. alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

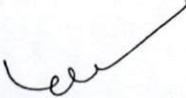
Unit -V REPORT WRITING

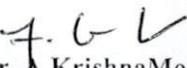
Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of a research report.

References

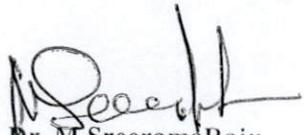
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- A.N. Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
- A Bhujanga rao , Research methodology, Excel Books, 2008.

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