

CORE COURSE XI – RESEARCH METHODOLOGY

Credit Allotted: 4

Max. Marks: 75

Objective : To make the students know the Research Methods in social science as applicable to computer application in commerce.

Theory only

UNIT – I

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research : Experimental Research – Survey Research – Case Study methods – Ex Post Facto Research.

UNIT – II

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.

UNIT – III

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction - Attitude measurement and Scales – Sampling and Sampling Designs – Pilot Study & Pretesting

UNIT – IV

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference

UNIT – V

Report writing and presentation –steps in Report writing – Substance of Reports – Formats of Reports – Presentation of a Report.

BOOKS FOR REFERENCE:

1. V.P. Michael : Research Methodology in Management, Kitab Mohan Publications, Alahabad.
2. C.R. Kothari : Research Methodology, Wiley Eastern Ltd, New Delhi
3. P. Saravanavel, Research Methodology, Kitab Mahal, Alahabad.
4. O.R. Krishnaswami : Methodology of Research in Social Science
5. D. Amarchand : Research Methods in Commerce.