

MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION (SHIFT -1)

5 DAYS NATIONAL LEVEL COURSE ON RESEARCH METHODOLOGY

SYLLABUS CONTENT

UNIT I – INTRODUCTION OF THE RESEARCH

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II – RESEARCH DESIGN

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III – QUESTIONNAIRE DESIGN & SAMPLING

Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

UNIT IV – FORMULATION OF HYPOTHESIS & TESTING OF HYPOTHESIS:

Formulation of research hypothesis – Research test hypothesis – Parts of Hypothesis – Characteristics of Hypothesis – Types of Hypothesis

UNIT V – DATA ANALYSIS & INTERPRETATION

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

HEAD OF THE DEPARTMENT