

Kadi Sarva Vishwavidyalaya

Ph.D Course Work Syllabus

Research Methodology (Faculty of Management & Faculty of Commerce)

Course Objective:

The subject "Research Methodology" intends to:

- Equip the students of Ph.D in management and commerce with basic understanding of carrying out research
- Acquaint the students with research process, research design, sampling theory, review of literature etc.
- Give a fair knowledge about statistical methods required for data analysis
- Provide an insight into the application of research tools and techniques

Course Outcome:

After completion of the course, the students will be able to:

- Understand the basic research process
 - Gain knowledge about research methods and tools
 - Apply tools and techniques in research
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Syllabus

Unit-1: Introduction to Research and Research Methodology

Meaning of Research - Objectives of Research - Significance of Research - Types of Research - Research Methods versus Methodology - Research Process - Criteria of Good Research

Unit-2: Review of Literature and Research Problem

Meaning and importance of Review of Literature – Method of doing Review of Literature – Research Gap and Research Questions - Defining research problem – Framing of research title

Unit-3: Sampling and Scaling Techniques

Sample Design – Sampling Procedure - Measurement and Scaling Concepts

Unit-4: Collection, Processing and Analysis of Data

Data Collection

Primary Data & Secondary Data - Methods of Data Collection (Questionnaire for primary data) - Sources of Secondary Data

Data Processing

Processing Operations - Some Problems in Processing

Tools of Data Analysis

Data Analysis Concept – Types of Data Analysis - Univariate Statistics – Bivariate Analysis: Test of Differences and Measures of Association - Multivariate Analysis

Unit-5: Interpretation and Report Writing

Interpretation

Meaning of Interpretation - Technique of Interpretation - Precautions in Interpretation

Report Writing

Significance of Report Writing - Layout of the Research Report - Types of Reports - Precautions for Writing Research Reports

Reference books:

1. Kothari C. R., Research Methodology, Wishwa Prakashan
2. Aggarwal L. N. and Parag Diwan, Research Methodology and Management Decisions.
3. R. Panneerselvam, Research Methodology.
4. Claire & Morton, Research Methods in Social Relations.
5. Wilkinson T. S. and Bhandarkar P. L., Methods and Techniques in Social Research, Himalaya Publications.