

MF5072 RESEARCH METHODOLOGY

DETAILED SYLLABUS

OBJECTIVES

To impart scientific, statistical and analytical knowledge for carrying out research work effectively.

UNIT I INTRODUCTION TO RESEARCH

The hallmarks of scientific research – Building blocks of science in research – Concept of Applied and Basic research – Quantitative and Qualitative Research Techniques – Need for theoretical frame work – Hypothesis development – Hypothesis testing with quantitative data. Research design – Purpose of the study: Exploratory, Descriptive, Hypothesis Testing.

UNIT II EXPERIMENTAL DESIGN

Laboratory and the Field Experiment – Internal and External Validity – Factors affecting Internal validity. Measurement of variables – Scales and measurements of variables. Developing scales – Rating scale and attitudinal scales – Validity testing of scales – Reliability concept in scales being developed – Stability Measures.

UNIT III DATA COLLECTION METHODS

Interviewing, Questionnaires, etc. Secondary sources of data collection. Guidelines for Questionnaire Design – Electronic Questionnaire Design and Surveys. Special Data Sources: Focus Groups, Static and Dynamic panels. Review of Advantages and Disadvantages of various Data-Collection Methods and their utility. Sampling Techniques – Probabilistic and non-probabilistic samples. Issues of Precision and Confidence in determining Sample Size. Hypothesis testing, Determination of Optimal sample size.

UNIT IV MULTIVARIATE STATISTICAL TECHNIQUES

Data Analysis – Factor Analysis – Cluster Analysis -Discriminant Analysis – Multiple Regression and Correlation – Canonical Correlation – Application of Statistical(SPSS) Software Package in Research.

UNIT V RESEARCH REPORT

Purpose of the written report – Concept of audience – Basics of written reports. Integral parts of a report – Title of a report, Table of contents, Abstract, Synopsis, Introduction, Body of a report – Experimental, Results and Discussion – Recommendations and Implementation section – Conclusions and Scope for future work.

Diploma, Anna University-UG, PG., HSC & SSLC

Notes
Syllabus
Question Papers
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REFERENCES

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2. Donald H.McBurney, Research Methods, Thomson Asia Pvt. Ltd. Singapore, 2002.
3. Donald R. Cooper and Ramela S. Schindler, Business Research Methods, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2000
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