

**COURSE OBJECTIVES:****To make the students**

1. To understand the concept of research, Research Process, research design, sampling techniques, hypothesis writing and report writing.
2. To analyse the research problem and design the blue print to capture data, analyse the same using appropriate statistical techniques and apply the learning lifelong.
3. To Critically evaluate the appropriate scales and measurement to be used for capturing data.
4. To Communicate in written form and prepare report to support decision making.
5. To Work in team and exhibit leadership skills

**COURSE OUTCOMES:****Learners should be able to**

1. Comprehend the meaning of research, theory of induction, deduction, research process, research design, sampling techniques, hypothesis writing and report writing
  2. Analyse the research problem and design the instruments to capture data, analyse the same using appropriate statistical techniques, and apply the learning lifelong.
  3. Critically evaluate the appropriate scales and measurement to be used for capturing data.
  4. Communicate in written form and prepare report to support decision making.
  5. Work in team and exhibit leadership skills
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1. Select a problem or issue. Collect 5-10 articles related to issues from reviewed journals available.
  2. Analyse a case to understand the theory of deductive and inductive reasoning.
  3. Analyse a case for the selection of appropriate research design
  4. Analyse a case for the selection of appropriate sampling design
  5. Provide a list of variables and request to classify them as nominal/ordinal/interval/ratio
  6. Ask student to prepare a questionnaire for understanding the perception towards the usage of library among students/ Reading habits among youngsters/ environmental protection Ask students to perform analysis and hypothesis testing for the collected data
  7. Ask students to prepare a technical report for the research undertaken (Minimum 30 pages)
  8. Ask students to write the bibliography in MLA/CPA format for reference made.

**Note : 6 – 8 (Team of 2-3 students)**

**SUGGESTED READINGS:**

1. C.R. Kothari , Gaurav Garg (2018), Research Methodology, Fourth Edition, New Age International Publishers, New Delhi.
2. Uma Sekaran, Roger Bougie (2018), Research Methods for Business: A Skill-Building Approach, 7th

edition, Wiley, New Delhi.

3. Donald Cooper and Pamela Schindler (2017), Business Research Methods, 11th edition, McGraw Hill education, New Delhi.
4. Zikmund William G. et.al (2016), Business Research Methods, Cengage India, New Delhi.
5. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill (2015), Research Methods for Business Students, 7th edition, Pearson Education, New Delhi.