

LINGAYA'S VIDYAPEETH

Deemed-to-be-University u/s 3 of UGC Act 1956, Government of India

GE-501 :: Research Methodology (Semester I)

L+T+P	:	4+0+0	End-semester exam	:	100
Credits:	:	4			
Contact hours	:	56			

Unit*	Contents	Lectures
I	Introduction Scope and Meaning of Research, Managerial values of Research, When it is needed, Research Process, Distinction between Research Methods and Research Methodology, Qualities of a good researcher, Principal elements of research, Characteristic features of research, Ethics in Business Research, Research establishments in various areas with Indian scenario, Research funding agencies and National and International Research awards.	10
II	Types of Research Classifications of research, types of research: Historical research, Descriptive research, Fundamental research, Application oriented research, product development, concepts, examples and case studies, Field study, Pure research, Applied research, Action research, Evaluation research and Concepts of invention & innovation, Experimental methods in research, error identification and reduction/elimination	11
III	Research Problem : A brain teaser Introduction to research problem, Definition of the word problem, Components of Research, Problem in details, Sources of selecting a suitable Research Problem, Problem solving approach and research for social welfare: concepts, examples and case studies, Concepts of project definition, planning, scope, Project progress and Project status, Project management, Theoretical modeling and comparison of theory and experiments.	12
IV	Sampling & Measurement Scaling Introduction to Sampling, Definitions, and Reasons for sampling, Considerations to be kept in mind before choosing a Sample, Types of Sample- Probability sample and Non-probability sample, What Size Sample is needed? Rules of Measurement, Criteria of good measurement (Reliability and Validity); Basic Scales – Nominal, Ordinal, Interval and Ratio Scale, Plagiarism: concepts, importance and tools, importance of Impact factor, H index, citation, Fundamentals of Intellectual property rights, patents, copy rights, trade marks.	12
V	Data collection& Analysis Primary and Secondary data, Sources, Advantages and Disadvantages of Secondary data, Importance of publications, Reputed Research journals of international and national level, Literature review: concepts, importance, sources of literature survey, Theoretical modeling and comparison of theory and experiments, Survey methods; Interview Method, Observation Method, Distinction between questionnaire and Schedule, Descriptive analysis; Tabulation, Cross-tabulation, parametric and non-parametric tests.	11

S. No.	Name of Books
1	Research Methodology-Methods and Techniques Kothari CR New Age International 2 nd ed. / 2004
2	Research Methodology: A Step-by-Step Guide for Beginners Kumar R Pearson Education 2 nd ed. / 2005
3	Research Methodology in the Medical and Biological Sciences Laake P. Benestad H & Olsen B Elsevier 1 st ed. /

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	2007
4	Research Methodology Murthy C Vrinda Publications 1 st ed. / 2009
5	Research Methodology For Biological Sciences Gurumani N MJP Publishers 1 st ed. / 2013
6	Business Research Methods by William G. Zikmund, 2003 Edition (ISSN-13:978-81-315-0029- 3), published by Cengage Learning India Pvt. Ltd, New Delhi.
7	RESEARCH METHODOLOGY- Methods and Techniques (2007 reprint edition) by C.R. KOTHARI, New Age International Publishers, and New Delhi