

ST.JOSEPH'S COLLEGE OF COMMERCE

(AUTONOMOUS)

Department of Commerce & Management

LESSON PLAN

Subject Code: UG15AO013

Subject Name RESEARCH METHODOLOGY

Lecture hours: 60

Objective: To familiarize students with the concepts and techniques of business research and to help students to present results of the statistical techniques in a research report. To enable students to take up minor research projects.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Module - 1	Introduction to Research Meaning -Purpose and Scope of research -Steps in Research. Identifying research problem -Concepts, constructs and theoretical framework -Types and Methods of research. Review of literature: Need-Sources -Citation	15		
1.	Meaning -Purpose and Scope of research	1	Illustrations and Lecture	Question and Answer
2.	Steps in Research. Identifying research problem -	2	Illustrations and Lecture	Question and Answer
3.	Contd....	3	Illustrations and Lecture	Illustrations
4.	Concepts, constructs	4	Illustrations and Lecture	Question and Answer
5.	Contd...	5	Illustrations	Illustrations

			and Lecture	
6.	and theoretical framework	6	Lecture	Illustrations
7.	Contd....	7	Lecture	
8.	Contd....	8	Lecture	
9.	Types and Methods of research	9	Lecture	
10.	Contd....	10	Lecture	
11.	Contd....	11	Lecture	
12.	Review of literature: Need	12	Lecture	
13.	Contd....	13	Lecture	Illustrations
14.	Sources -Citation	14	Lecture	
15.	Contd....	15	Lecture	
Module - 2	Sampling Techniques :Introduction-Census Vs. Sampling -Characteristics of Good Sample-Advantages and Limitations of Sampling-Sampling Techniques or Methods (Probability and Non-Probability) Sample Design - Sampling Frame -Criteria for Selecting Sampling Techniques.	10		
1.	Introduction-Census Vs. Sampling	16	Lecture	Question and Answer
2.	Illustrations with example problem solution	17	Lecture	Illustrations
3.	Characteristics of Good Sample-Advantages and Limitations of Sampling	18	Illustrations	Illustrations
4.	Illustrations with example problem solution	19	Illustrations	Illustrations
5.	Sampling Techniques or Methods (Probability and Non-Probability)	20	Lecture	Illustrations
6.	Illustrations with example problem solution	21	Illustrations	Question and Answer
7.	Illustrations with example problem solution	22	Lecture	Question and Answer
8.	Illustrations with example problem solution	23	Illustrations	Illustrations
9.	Sample Design -Sampling Frame	24	Illustrations	Question and Answer
10	Sample Design -Sampling Frame	25		

Module - 3	Collection and Processing of Data: Sources of Data- Methods of Collection -Pilot study -Purpose-Tools for Collection -Tabulation of data. Processing of data: Editing, Coding, Classification of data-Questionnaire Preparation - Schedule Preparations-with Model	10		
1.	Sources of Data	26	Lecture	Illustrations
2.	Illustrations and problem solution	27	Illustrations	Illustrations
3.	Methods of Collection	28	Illustrations and Lecture	Illustrations
4.	Illustrations and problem solution	29	Illustrations	Illustrations
5.	Pilot study	30	Lecture	Question and Answer
6.	Mutually exclusive events -Complement of an event, dependent event, independent event,	31	Illustrations and Lecture	Question and Answer
7.	Purpose-Tools for Collection	32	Illustrations	Question and Answer
8.	Illustrations and problem solution	33	Illustrations	Question and Answer
9.	Illustrations	34	Illustrations and Lecture	Illustrations
10	Illustrations and problem solution and Artificial Starting Solution	35	Illustrations	Activity
Module - 4	Processing of data	5		
1	Processing of data: Editing, Coding,	36		
2	Tabulation of data	37		
3	Classification of data	38		
4	Classification of data Practical Exercise	39		
5	Classification of data Exercise	40		
Module-5	Hypothesis Testing Meaning-Characteristics of Hypothesis-Types -Procedure for Hypothesis Test: Formulation of hypothesis, Type 1 & Type 2 errors, Level of significance, Acceptance and Rejection Region, Test Statistic: t-test, z-test, Chi-square test and ANOVA. Test of Significance of Attributes (concept only)	15		

1.	Meaning-Characteristics of Hypothesis	41	Lecture	Question and Answer
2.	Contd..	42	Illustrations	Question and Answer
3.	Types -Procedure for Hypothesis Test	43	Illustrations and Lecture	Question and Answer
4.	Type I and Type II errors,	44	Illustrations and Lecture	Illustrations
5.	Level of Significance	45	Illustrations and Lecture	Illustrations
6.	Illustrations and problem solution	46	Lecture	Question and Answer
7.	Acceptance and Rejection Region,	47	Illustrations and Lecture	Illustrations
8.	Illustrations and problem solution	48	Illustrations	Illustrations
9.	Illustrations and problem solution	49	Illustrations and Lecture	Question and Answer
10.	Test Statistic: t-test	50	Illustrations	Question and Answer
11	Illustrations and problem solution	51	Illustrations and Lecture	Question and Answer
12	Illustrations and problem solution	52	Illustrations and Lecture	Question and Answer
13	Z-test Test	53	Illustrations and Lecture	Question and Answer
14	Chi- Square - ANOVA Illustrations and problem solution	554	Illustrations and Lecture	Question and Answer
15.	Chi- Square - ANOVA Illustrations and problem solution	55	Illustrations and Lecture	Question and Answer
Module-6 5 hours	Report Writing: Introduction-Types-Format -Principles of Writing-Documentation: Footnotes and Bibliography-Evaluation of a Research Report. Research Report: The purpose of the Written report-Basics Layout of Report-Steps in report writing -Bibliography Uses-Model Citations.	5		
1	Introduction-Types-Format -Principles of Writing	56	Illustrations and Lecture	Activity
2	Documentation: Footnotes and Bibliography	57	Illustrations and Lecture	Activity

3	Evaluation of a Research Report. Research Report: The purpose of the Written report	58	Illustrations and Lecture	Q&A
4	Basics Layout of Report-Steps in report writing	59	Illustrations and Lecture	Illustrations
5	Bibliography Uses-Model Citations	60	Illustration	Illustrations

Books for Reference:

1. C. B. Gupta: Statistics, Himalaya Publications.
2. Methodology of Research in Social Sciences Dr. O.R. Krishnawsami and Dr. M. Ranganathan
3. Research Methodology-C.R. Kothari
4. Business Research Methods-Dr.Priti R. Majhi and Dr.Prafull K. Khatua.
5. Marketing Research, Tata McGraw Hill Publishing Company-G.C Beri,.
6. Statistical Methods, Sultan Chand, Delhi-S.P. Gupta.
7. Business Statistics, Himalaya Publications, Chikkodi& B.G. Satya Prasad.

Useful websites to download research articles

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