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| COURSE TITLE | RESEARCH METHODOLOGY |
| COURSE CODE | 05FN0507 |
| COURSE CREDITS | 2 |

Objective:

- 1 To apply the foundational principles of research methodology in designing and conducting research studies.
- 2 To identify appropriate research problems and develop hypotheses.
- 3 To design effective research frameworks and methodologies.
- 4 To analyze and interpret data using suitable methods.
- 5 To prepare scientific reports and communicate research findings effectively.

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply appropriate research methodologies by distinguishing their significance and different types in solving research problems.
- 2 Formulate research problems, objectives, and hypotheses.
- 3 Design a research process with suitable methodology.
- 4 Analyze and present research findings in a structured format.
- 5 Develop structured research reports and communicate findings effectively with academic integrity.

Pre-requisite of course:Basic knowledge of statistics and academic writing.

Teaching and Examination Scheme

| Theory Hours | Tutorial Hours | Practical Hours | ESE | IA | CSE | Viva | Term Work |
|---------------------|-----------------------|------------------------|------------|-----------|------------|-------------|------------------|
| 2 | 0 | 0 | 50 | 30 | 20 | 0 | 0 |

| Contents : Unit | Topics | Contact Hours |
|------------------------|---|----------------------|
| 1 | Introduction to Research Meaning, objectives, and types of research,Research process and criteria of good research,Ethics in research and research problems. | 6 |
| 2 | Research Design and Formulation Defining research problems,Research objectives and hypotheses formulation,Exploratory, descriptive, and experimental designs. | 8 |
| 3 | Data Collection and Sampling Primary and secondary data,Methods of data collection,Sampling techniques and sample design. | 8 |

| Contents : Unit | Topics | Contact Hours |
|----------------------------|---|--------------------------|
| 4 | Data Analysis and Report Writing Data preparation and analysis, Interpretation and presentation of data, Report writing structure and referencing styles. | 8 |
| Total Hours | | 30 |

Textbook :

- 1 Research Methodology: Methods and Techniques, C.R. Kothari & Gaurav Garg, New Age International Publishers, 2024
- 2 Business Research Methods, Donald R. Cooper & Pamela S. Schindler, McGraw-Hill Education, 2014

References:

- 1 Research Methodology: A Step-by-Step Guide for Beginners, Research Methodology: A Step-by-Step Guide for Beginners, Ranjit Kumar, SAGE Publications, 2019
- 2 Research Methods for Business Students, Research Methods for Business Students, Mark Saunders, Philip Lewis, Adrian Thornhill, Pearson Education, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

| Distribution of Theory for course delivery | | | | | |
|--|-------------------|--------------|----------------|-----------------|---|
| Remember / Knowledge | Understand | Apply | Analyze | Evaluate | Higher order Thinking / Creative |
| 10.00 | 15.00 | 25.00 | 25.00 | 25.00 | 0.00 |

Instructional Method:

- 1 PPT, White Board

Supplementary Resources:

- 1 <https://www.researchgate.net/>
- 2 <https://researcheracademy.elsevier.com/>
- 3 <https://www.ibm.com/products/spss-statistics>