

Pre-PhD Course Work Syllabus

Session 20-21 Onwards

Course Title: RESEARCH METHODOLOGY

Course Code: PHDMG001

Module: I Introduction to Research: Definition, Scope, Limitations, and Types, Objectives of Research, Research Process,

Module: II Sampling Designs techniques: Concepts, Types and Techniques, Sample Size Decision, Data Collection: Secondary and Primary Data, Methods & Techniques, Designing Questionnaire, Data Preparation: Tabulation, Coding, Editing.

Module: III Scaling techniques: Scaling Techniques: Concept, Types of Scales, Rating Scales & Ranking Scales. Scale Construction Techniques, Multi Dimensional Scaling.

Module: IV Attitude measurement & Observation : and Report Preparation Motivational research, observation Types and layout of research report; Precautions in preparing the research report; Bibliography and Annexure in report; Drawing conclusions; Giving suggestions and recommendations to the concerned persons

Types of report, Steps of Report Writing, Precautions in report writing

Suggested Readings:

1. *Research Methods for Business Students:* Saunders Lewis, Thorn hill, Pearson Education
2. *Research Methodology Methods and Techniques:* C. R. Kothari, New Age International Publishers
3. *Business Research-* Cooper Tata McGraw-Hill
4. *Research Methods for Business Students-* Saunders, Pearson Education, 3rd edition
5. *Marketing Research-* Beri, Tata McGraw-Hill, 1993, 2nd ed.
6. *Marketing Research-* David J. Luck and Ronald S. Ruben, Prentice Hall of India


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Paper - IV Research And Publication Ethics

Unit I- Philosophy and Ethics of Research : Concept, Branches ,Moral Philosophy
Moral Judgement ,Intellectual Honesty and Research Integrity.

Unit II - Research Misconduct: Falsification , Fabrication and Plagiarism,
Selective Reporting and Misrepresentation of Data ,Redundant Publications,
Violation Of Publication Ethics .

Unit III – Publication Misconduct : Subject specific ethical issues in Research ,
Conflict of Interest, open access publication and initiative ,Plagiarism Check
through Software such as Turnitin, Urkund and other open Source Software tools.

Unit IV- Data Bases and Research Metrics : Indexing , Citation databases,
Impact Factor of Journals as per Journal Citation Report SNIP, SJR, IPP,Cite
Score ,Metrics, h-index , g index, i10 index etc.

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