**Course Contents**

**Course Name: Research Methodology Course Code- MS 110**

**Course Objective:** The objective of the course is to provide students the fundamentals of research is business situation and its application. Also this paper acquaints the students with latest tools and techniques of analysis and its presentation.

**Block I Introduction to Research Methodology**

**Unit I** **Research and its Relevance for Management** hk pant

**Unit II Nature and Scope of Research Methodology** hk pant

**Unit III Research Process and Review of Literature -**vikas deep

**Unit IVProblem Formulation and Statement of Research Objectives-**vikas deep

**Unit V Research Designs-I--** vikas deep

**Unit VI Research Designs-II** hk pant

**Unit VII Hypothesis – Formulation and Testing** Sp Singh

**Block II Methods of Data Collection**

**Unit VIII Types and Sources of Data** hk pant

**Unit IX Methods of Data Collection** hk pant

**Unit X Attitude Measurement and Motivational Research Techniques** namita soni

**Unit XI Survey Research-Scaling Techniques** hk pant

**Unit XII Sampling and Sampling Distributions** hk pant

**Unit XIII Sampling Types and Errors** hk pant

**Block III- Analysis of Data**

**Unit XIV Data Analysis and Interpretation** hk pant

**Unit XV Statistical Tools in Data Analysis** hk pant

**Unit XVI Multivariate Data Analysis** Sp Singh

**Unit XVII Factor Analysis –**Sp Singh

**Unit XVIII Use of Statistical Softwares** shefali tiwari

**Block IV -Report Writing and Presentation**

**Unit XIX Intricacies of Report Writing-I** shefali tiwari

**Unit XX Intricacies of Report Writing-II** shefali tiwari

**Unit XXI Presentation of a Report** shefali tiwari

**Suggested Readings-**

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing CompanyLimited, New Delhi, 2000.

### C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.

### Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

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