

DISCIPLINE SPECIFIC ELECTIVE (DSE)
DSE – RESEARCH METHODOLOGY

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Research Methodology (DSE)	4	3	1	0	Class XII	NIL

Course Objective(s):

1. To understand the need and relevance of research in the field of management.
2. To provide an insight on research as a tool for problem-solving and decision-making.

Learning Outcomes: Upon completion of this course students should be able to:

1. Identify and describe a Research Problem.
2. Examine and use the appropriate Research Design.
3. Design Research Questionnaires
4. Perform basic quantitative and qualitative research
5. Explore appropriate statistical technique to undertake analysis of data
6. Prepare Research Reports

Syllabus of Compulsory DSE:

Unit 1: Introduction to Research Methodology (9 hours)

Nature of research and its role in decision making; Steps in the research process; Types of research: qualitative research vs. quantitative research, exploratory vs conclusive; defining the research problem, research objectives and research hypothesis.

Unit 2: Research Design, Sampling and Literature Review (12 hours)

Meaning and classification of research design: exploratory, descriptive, causal; Techniques of sampling: Probability vs Non probability; determination of sample size; Primary data collection: survey vs. observation, interviews; Secondary data research: advantages and limitations; Role of literature review in research, fundamentals of SLR and Meta Analysis.

Unit 3: Scaling Techniques and Questionnaire Designing (18 hours)

Primary scales of Measurement – nominal, ordinal, interval and ratio. Scaling techniques – comparative vs non-comparative, balanced vs unbalanced; itemized rating scale: Likert Scale. Designing a Questionnaire; Descriptive Statistics – Measures of Central Tendency: & Dispersion, Correlations and linear regression, Chi-Square test, t-test, z-test, f-test. Presentation of Data: Tabular, Graphic, Bar Diagram and Pie Chart, etc. Statistical Packages – MS Excel, SPSS, and Web-based Statistical Analysis Tools, etc.

Unit 4: Report Writing and Ethics in Research (6 hours)

Preparing a Research proposal; Essentials of Report writing: Types and Structure, Citation and Acknowledgement, Impact factor, Cite score; Ethics in Research: Researcher's Ethical Code, Plagiarism.

IPR – Types and relevance in Research Methodology.

Essential/recommended Readings (latest editions to be used)

1. Kothari & Garg (2019). *Research Methodology methods and techniques* (4th Edition), New Age International Publishers.
2. Chawla & Sondhi (2018). *Research Methodology Concepts and Cases* (2nd Edition), Vikas Publication.
3. Jesson, Matheson & Lacey (2011). *Doing Your Literature Review Traditional and Systematic Techniques*, Sage publication.

Suggestive Readings (latest editions to be used)

1. Oliver, P. (2010). *The student's guide to research ethics* (2nd Edition). McGraw-Hill Education (UK).

Note: Examination

scheme and mode shall be as prescribed by the Examination Branch, University of Delhi,

from

time

to

time