

MTCC 101 Research Process and Methodology

Module 1: Introduction to Research and Problem Definition

Meaning, Objective and importance of research, Types of research, steps involved in research, defining research problem

Module 2: Research Design

Research design, Methods of research design, research process and steps involved, Literature Survey

Unit 3: Data Collection

Classification of Data, Methods of Data Collection, Sampling, Sampling techniques procedure and methods, Ethical considerations in research

Unit 4: Data Analysis and interpretation

Data analysis, Statistical techniques and choosing an appropriate statistical technique, Hypothesis, Hypothesis testing, Data processing software (e.g. SPSS etc.), statistical inference, Interpretation of results

Unit 5: Technical Writing and reporting of research

Types of research report: Dissertation and Thesis, research paper, review article, short communication, conference presentation etc., Referencing and referencing styles, Research Journals, Indexing and citation of Journals, Intellectual property, Plagiarism

Text Books:

1. C. R. Kothari, Gaurav Garg, Research Methodology Methods and Techniques , New Age International publishers, Third Edition.
2. Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, 2nd Edition, SAGE, 2005
3. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
4. Creswell, John W. Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications, 2013.