

## 2.5 ADVANCED RESEARCH METHODOLOGY

<b>Semester: II</b>	<b>Batch :2022-23</b>
<b>Course Code: 2.5</b>	<b>Course Paper: Hardcore</b>
<b>Internal Marks:30</b>	<b>External Marks:70</b>
<b>Weekly Hours:4 (Theory)</b>	<b>Credit: 4</b>

### Module – 1: Introduction to Business Research

Meaning & Characteristics of Research, Objectives of Business Research – Ethics in Business Research, Plagiarism, Software for detection of plagiarism, Limitations. Scientific Research, Social Science Research, Uses of Social Science Research, Types of Research, Research Methods Vs Research Methodology - Steps in Research Process.

### Module – 2: Planning of Research:

Research Problems – Meaning & Definition, Planning, Selecting the Problem, Research Design – Meaning, Features and types of Research Design.

### Module – 3: Data Collection Tools

Data – Meaning & importance of data, methods of collecting primary data, secondary data, Sampling & its characteristics, observation & its characteristics, experimentation & its validity, Interviews – its characteristics & types, measurements, scales, questionnaires & instruments – meaning, needs & methods.

### Module – 4: Processing of Data:

Data preparation and descriptions, editing, coding and classification, tabulation, graphical representation, transcription of data, report generations, exploratory data analysis, Methods of data collection, Constructing Questionnaire, Standard Questionnaire, Questionnaire v/s Schedules

### Module – 5 Statistical Tests & Software's

Univariate and Multivariate Data Analysis, Descriptive vs Inferential Analysis - Descriptive Analysis of Univariate Data and Bivariate Data, Parametric and Non-Parametric Tests, Correlation Analysis, Multiple regression analysis, t-Test, Z-Test, F-Test, Chi-Square, ANOVA and Econometrics Model - Concept & Problems. Importance of Report Writing - Types of Reports, Footnotes and Bibliography, Reference Management Software like Zotero/ Mendeley, Research Software like SPSS, AMOS, GRATEL, RTOOLS, PYTHON, etc.