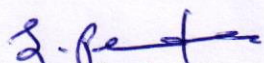## School of Management Studies & Commerce

Circular

27/06/2017

Sub: Organising Value added Course: Research Methodology- reg.,

With reference to the above mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, **Bharath Institute of Higher Education & Research** is organising **"Value added course: Research Methodology"**. The syllabus and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/ speed post only so as to reach on or before 22nd July 2017; application received after the mentioned date shall not be entertained under any circumstances.

Head of the Department

Encl: A copy of Syllabus & Registration form

		Bharath Institute of Higher Education & Research			
		School of Management Studies & Commerce			
		Value Added Course: Research Methodology			
S.No	Date	Topic	Time	Hour	Remrks
1	24-07-2017	Meaning of research; Types of research- Exploratory research; Conclusive research	5.00-6.00 Pm	1	
2	25-07-2017	The process of research; Theoretical and empirical Research	5.00-6.00 Pm	1	
3	26-07-2017	Cross –Sectional and time – series Research – Research questions/ Problems – Research objectives	5.00-6.00 Pm	1	
4	29-07-2017	Research hypotheses – characteristics, Research in an evolutionary perspective – the role of theory in research.	10.00-12.00 noon	2	
5	31-07-2017	Meaning of Research Designs; Nature and Classification of Research Designs	5.00-6.00 Pm	1	
6	01-08-2017	Exploratory Research Designs: Secondary Resource analysis	5.00-6.00 Pm	1	
7	02-08-2017	different types of experimental design ,Validity of findings, internal and external validity	5.00-6.00 Pm	1	
8	05-08-2017	Variables in Research, Measurement and scaling , Different scales, Construction of instrument, Validity and Reliability of instrument.	10.00-12.00 noon	2	
9	07-08-2017	Primary and Secondary Data: Classification of Data; Methods of Primary Data & Secondary data.	5.00-6.00 Pm	1	
10	08-08-2017	Questionnaire Design: Questionnaire method; Types of Questionnaires; Construction of questionnaire and instrument	5.00-6.00 Pm	1	
11	09-08-2017	Validation of Questionnaire; Sampling plan, Sample siz	5.00-6.00 Pm	1	
12	12-08-2017	Determinants optimal sample size, sampling techniques, Probability Vs Non- probability sampling methods.	10.00-12.00 noon	2	
13	16-08-2017	Data Preparation – editing	5.00-6.00 Pm	1	
14	19-08-2017	Coding –Data entry ,Validity of data, Qualitative Vs Quantitative data analyses	10.00-12.00 noon	2	
15	21-08-2017	Hypothesis testing - statistical testing procedure	5.00-6.00 Pm	1	
16	22-08-2017	Tests of significance: Types and selection of tests	5.00-6.00 Pm	1	
17	23-08-2017	Measures of Parametric and Non-parametric tests	5.00-6.00 Pm	1	
18	26-07-2017	Application of statistical software for data analysis.	10.00-12.00 noon	2	
19	28-08-2017	Types of research reports	5.00-6.00 Pm	1	
20	29-08-2017	Brief reports and Detailed reports;	5.00-6.00 Pm	1	
21	30-08-2017	Report writing: Structure of the research report	5.00-6.00 Pm	1	
22	04-09-2017	Preliminary section, Main report	5.00-6.00 Pm	1	
23	06-09-2017	Interpretations of Results and Suggested Recommendati	5.00-6.00 Pm	1	
24	09-09-2017	Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations.	10.00-12.00 noon	2	

	Bharath Institute of Higher Education & Research		
	School of Management Studies & Commerce		
	Participant List- 2017		
	Value Added Course: Research Methodology		
S.No	Register Number	Student Name	Remarks
1	P17BA001	PRIYA	
2	P17BA002	KRISHNA	
3	P17BA003	RAMKUMAR	
4	P17BA004	KRISHNA PRASAD	
5	P17BA005	RAHUL KUMAR SHAH	
6	P17BA006	THENNARASAN.M	
7	P17BA007	PUTTA BALAKRISHNA	
8	P17BA008	KARUNAKARAN	
9	P17BA009	NEEVIYA.M	
10	P17BA010	ABHIMANYU	
11	P17BA011	AMAR KANT	
12	P17BA012	VICHITRA.M	
13	P17BA013	ANANDHI.E	
14	P17BA014	HIDAYATHULLA.B	
15	P17BA015	DINESH PRABHU.G	
16	P17BA016	ARUN KUMAR.S	
17	P17BA017	NAUSHAD KHAN MD	
18	P17BA018	MOHAMED PARVEZ.A	
19	P17BA019	RAM KUMAR	
20	P17BA020	HEMANTH	
21	P17BA021	PRAVEEN KUMAR	
22	P17BA022	RAMAN	
23	P17BA023	RAJESH	
24	P17BA024	ANBALAGAN	
25	P17BA025	JOHN	
26	P17BA026	PAUL SAMUEL	
27	P17BA027	VAISHALI	
28	P17BA028	RAMYA	
29	P17BA029	RANJANI	
30	P17BA030	JAYSHREE	
31	P17BA031	PINAKA	
32	P17BA032	CHITRA	
33	P17BA033	RAJANI	
34	P17BA034	RAJANI	
35	P17BA035	ANUSHYA	
36	P17BA036	RAMYA	
37	P17BA037	ANGEL	
38	P17BA038	RAMESH	
39	P17BA039	KRISHNA KUMAR	
40	P17BA040	PRIYA LAKSHMI	
41	P17BA041	RAM MOHAN	
42	P17BA042	RAVI KUMAR	
43	P17BA043	Balaji C	

SYLLABUS- RESEARCH METHODOLOGY

Unit 1 – INTRODUCTION TO RESEARCH: 6

Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

Unit 2 - RESEARCH DESIGN AND MEASUREMENT   6

Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

Unit 3:- DATA COLLECTION   6

Primary and Secondary Data: Classification of Data; Methods of Primary Data & Secondary data. Questionnaire Design: Questionnaire method; Types of Questionnaires; Construction of questionnaire and instrument, Validation of Questionnaire; Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.

UNIT – IV: DATA PREPARATION AND ANALYSIS   6

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses-Hypothesis testing - statistical testing procedure. Tests of significance: Types and selection of tests. Measures of Parametric and Non-parametric tests. – Application of statistical software for data analysis.

Unit 5: RESEARCH REPORT WRITING   6

Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations.

REFERENCES:

1. T.S. Wilkinson & P.L. Bhandarkar - Methodology and Techniques of Social Research – Himalaya Pub., Bombay – 1984 - pp.65-78.
2. R. Panneerselvam - Research Methodology - Prentice Hall of India, New Delhi, - 2004.
3. C.R. Kothari Research Methodology: Methods & Techniques – ND: Wiley Eastern Ltd. – 1991.
4. L. Festinger& D. Katz - Research Methods in Behavioral Sciences – New York, Holt, Rinchart& Winston - 1966.
5. Sellitz G. et. al - Research Methods in Social Relations – New York Rinchart& Winston, 3rd edition – 1973.
6. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2006.

Weblink:

1. https://www.bbamantra.com/research-methodology/
2.www.sxccal.edu/TwinningProgramme/.../MBA-ResearchMethodology-1stYear.pdf

Course Feedback form

Date: 09-09-17

Course Title: Research methodology

Name: Dinesh Prabhu

RegNo: P17BA015

Department: MBA

S.No	Particulars	1	2	3	4	5
	(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)					
1.	objectives of the course clear to you					
2.	The course contents met with your expectations					
3.	The lecture sequence was well planned					
4.	The lectures were clear and easy to understand					
5.	The teaching aids were effective					
6.	The instructors encourage interaction and were helpful					
7.	The level of the course					
	(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)					
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Session time is not Sufficient

Weakness of the course:

Session Is too Fast

Strength of the course:

relevant example are good and Faculty exposure and knowledge good.

Signature

*** Thank you ***

Course Feedback form

Date: 09/09/17

Course Title: Research methodology

Name: Ram kumar
RegNo: P17BA0023
Department: MBA

S.No	Particulars	1	2	3	4	5
	(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)					
1.	objectives of the course clear to you					
2.	The course contents met with your expectations					
3.	The lecture sequence was well planned					
4.	The lectures were clear and easy to understand					
5.	The teaching aids were effective					
6.	The instructors encourage interaction and were helpful					
7.	The level of the course					
	(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)					
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Session timing too long
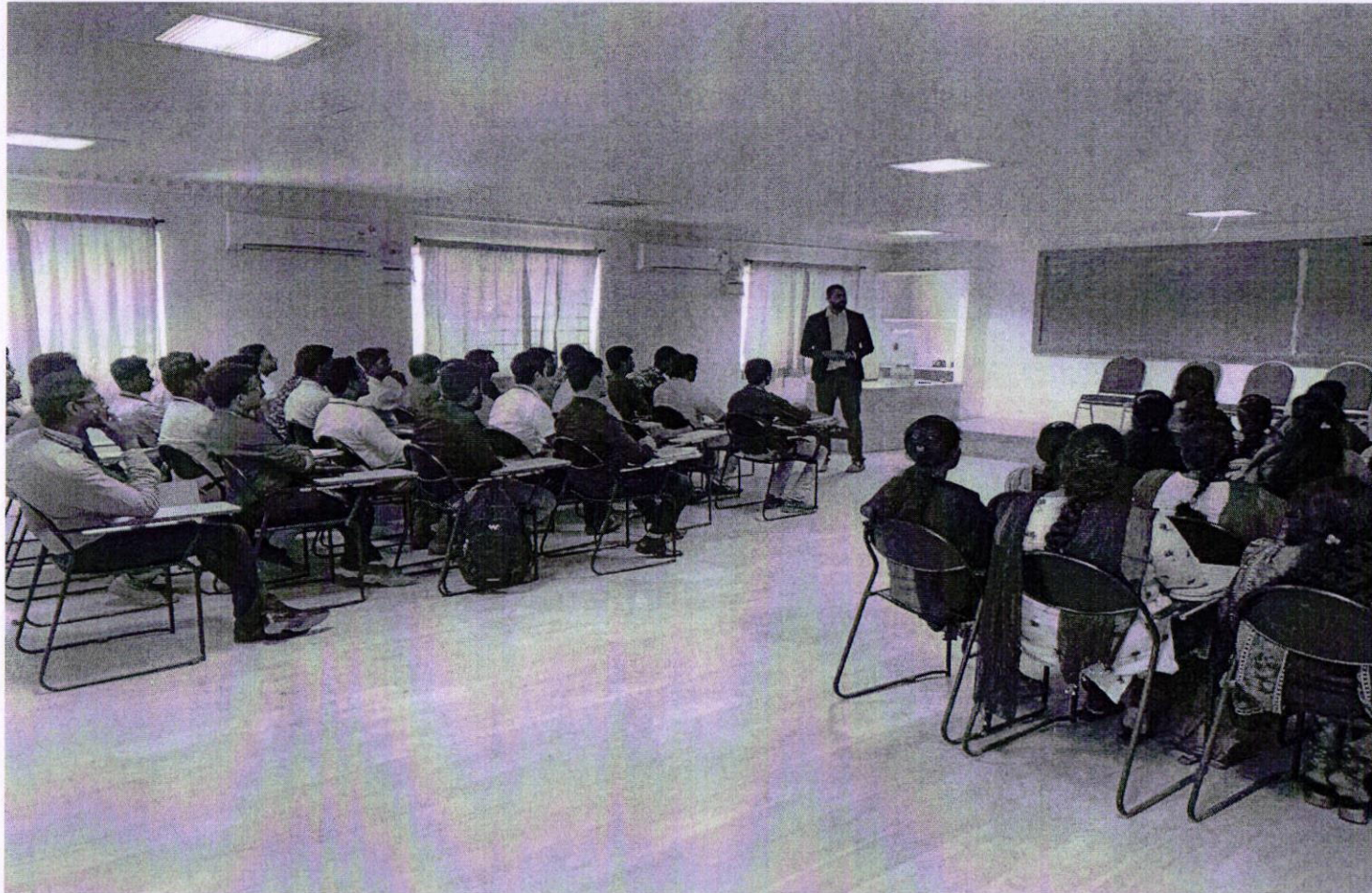
Weakness of the course:

Session was very fast and asint hard to follow.

Strength of the course:

good intraction with Staff and knowlodgeable
Person

Signature

*** Thank you ***

Value Added Course: Research Methodology Session- 09/09/2017

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as **DEEMED-TO-BE UNIVERSITY** u/s 3 of the UGC Act, 1956)

SCHOOL OF MANAGEMENT & COMMERCE

Certificate of Participation

THIS IS TO CERTIFY THAT

Ramkumar. B

has participated in the value added course: **Research Methodology**, a unique and special programme held at **Bharath Institute of Higher Education and Research** from 24th July to 9th September 2017.

MS. J. PAVITHRA
Course Co-ordinator

DR. S. PRAVEEN KUMAR
Head of Department