

## ALAGAPPA UNIVERSITY

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**KARAIKUDI - 630 003** 



# **Directorate of Distance Education**

**BBA** [Banking]

V - Semester

122 51

# **RESEARCH METHODS**

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## SYLLABI-BOOK MAPPING TABLE

**Research Methods** 

Syllabi Mapping in Book

#### **BLOCK I: FUNDAMENTALS OF RESEARCH**

**Unit 1:** Meaning, Types and Process of Research: Meaning – Purpose – Types of Research

**Unit 2:** Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental and Case & Generic Researches

**Unit 3:** Significance of Research in Social Sciences – Process of Research – Meaning – Scientific Method – Induction and Deduction.

**Unit 4:** Planning Research: Research Problem – Identification, Selection and Formulation of Research Problem – Review of Literature in the Field of Business

Unit 1: Meaning, Types and Process of Research

(Pages 1-8);

Unit 2: Types of Research

(Pages 9-15);

**Unit 3:** Significance and Process of Research

(Pages 16-30);

Unit 4: Planning Research

(Pages 31-45)

#### **BLOCK II: SAMPLING AND ITS TYPES**

Unit 5: Economic Management: Use in Identifying Research Gaps and Techniques – Hypothesis – Meaning – Sources and Types of Hypothesis – Hypothesis Formulation for Testing – Research Design – Factors Affecting Research Design – Evaluation of Research Design.

Unit 6: Sampling Design: Census Method and Sampling Method for Investigation – Principle of Sampling – Essentials of a Good Sampling – Methods of Sampling

**Unit 7:** Probability and Non-Probability Sampling Methods – Sample Size – Factors Affecting the Size of the Sample – Biased Sample – Sampling and Non-Sampling Errors.

**Unit 8:** Sources and Collection of Data: Sources of Data – Primary and Secondary Data – Modes of Data Collection – Observation: Types and Techniques – Interview: Types and Conduct – Preparation for an Interview – Effective Interview Techniques – Limitations of Interview

Unit 5: Economic Management

(Pages 46-61);

Unit 6: Sampling Design

(Pages 62-70);

**Unit 7:** Sampling Methods

(Pages 71-95);

Unit 8: Sources and Collection

of Data

(Pages 96-106)

#### BLOCK III: TOOLS OF DATA COLLECTION

**Unit 9:** Schedule: Meaning and Kinds – Essentials of a Good Schedule – Procedure for the Formulation of a Schedule – Questionnaire: Meaning and Types – Format of a Good Questionnaire – Schedules vis-a-vis Questionnaires

**Unit 10:** Scaling Techniques: Meaning, Importance, Methods of their Construction of Questionnaires or Schedules – Pre-testing of Data Collection Tools – Validity and Reliability – Methods.

**Unit 11:** Processing and Analysis of Data: Meaning – Importance – Process of Data Analysis – Editing – Coding – Tabulation – Diagrams – Univariate, Bivariate and Multi-variate Analyses

Unit 9: Schedule and Questionnaire (Pages 107-126);

Unit 10: Scaling Techniques (Pages 127-157);

Unit 11: Processing and Analysis of Data

(Pages 158-174)

#### **BLOCK IV: HYPOTHESIS AND REPORT WRITING**

**Unit 12:** Test of Hypothesis: Fundamentals on Test Procedure – Testing for Significance of Mean/Proportion and Difference between Means/ Proportions – F Test for Means and Chi-square test Contingency Table **Unit 13:** Concept and Types of Non-parametric Texts – Mann Whitney Test – The Process of Interpretation of Test Results – Guidelines for Making Valid Interpretation.

**Unit 14:** Report Writing: Role and Types of Reports – Contents of Research Report – Steps Involved in Drafting Reports – Principles of Good Report Writing – Grammatical Quality – Language Flow – Data Support – Diagrammatic Elucidation – References and Annotations – Clarity and Brevity of Expressions – Features of a Good Report – Criteria for Evaluating Research Reports/Research Findings.

Unit 12: Test of Hypothesis
(Pages 175-210);
Unit 13: Concept and Types of
Non-Parametric Tests
(Pages 211-236);
Unit 14: Report Writing
(Pages 237-266)

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