



ST. JOSEPH'S COLLEGE

JAKHAMA

P.B. No. 39, Kohima, Nagaland – 797 001

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NAAC Grade A (CGPA: 3.12)

Copy of the syllabus of research methodology

MECC 3.3: RESEARCH METHODOLOGY

Unit I: Research in Economics

Meaning, Objectives, need and scope of social science research; Research methods versus Methodology; Basic elements of scientific method, fact, conceptual and operational definitions, assumptions, hypotheses; Literature review; Dangers to be avoided.

Unit II: Data Collection

Sources of primary and secondary data; Collection of Primary data: Observation method – participant and non-participant observation; Questionnaires; Schedules; Difference between Questionnaires and Schedules; Interview Method; Other methods of primary data collection, Collection of Secondary data–Pilot study and pre-testing

Unit III: Research Design

Meaning and Significance, Features of a good research design; Different research designs; Sampling Design -Surveys and sampling – Different types of Sample Designs, Steps in Sampling Design, Criteria of Selecting a Sampling Procedure, Sample size, Characteristics of a Good Sample Design. Logical–Mathematical and Statistical methods–Case study methods.

Unit IV: Report Writing

Types of reports, Steps in Writing Report; Methods of Data Analysis and Interpretation of Results; Citation Styles; Bibliography; Appendix.

BOOKS

1. Kothari, C. R. (2004). *Research Methodology*, New International Publishers, New Delhi
2. Bhattarya S.K., (1990). *Methodology in Research*, Das Gupta, 1995.
3. Kurien C.T (Ed), (1992). *A Guide to Research in Economics*, Sangam Publishers, Chennai.

4. Ajai S. Gaur, and Sanjaya S. Gaur,(2006).*Statistical Methods or Practice and Research-A Guide to Data Analysis with SPSS*, Response Books, New Delhi.
5. Ahuja, Ram (2009), *Research Methods*, Rawat Publications, Jaipur.
6. Bailey, Kenneth D (1978), *Methods of Social Research*, the Free Press, New York.
7. Bateile, A & T. N. Madan (1975), *Encounter and Experience; Personal Accounts of Fieldwork*; Vikas Publishing House, New Delhi.
8. Huang D.S, *Regression and Econometrics Method*.

MSOC1.3: RESEARCH METHODOLOGY-I

Objective:

The course provides an exposure to the fundamentals of social science research methodology. It begins with a discussion on some important philosophical ideas underlying the emergence of different methodologies in social sciences and continues with the essential aspects of social science research. Besides sensitizing the students to the relationship between theory and research, this course aims to familiarize the students to the different approaches in understanding and explaining social phenomena and the predicaments that attend social science research.

I. Philosophical Foundation of Social Research

- a) Enlightenment.
- b) Cartesian Philosophy.
- c) Ontology and Epistemology in social science.
- d) Classical Debates: Positivism vs Hermeneutics (Durkheim vs Weber), Verification vs Falsification (Kuhn vs Popper)

II. Fundamental Aspects of Research

- a) Types and stages of Research
- b) The Role of social science research and the researcher in society: problems of social science research in India
- c) Assumptions of quantification: Measurement and Scaling
- d) Social Survey and its limitations

III. Scientific Study of Social Phenomena

- a) Problems of Subjectivity and Objectivity.
- b) Ethical Issues in Social Research, Reliability and validity in social research
- c) Logic of inquiry
- d) Methodological Debates in India: Sociology vs Indology (Dumont vs Bailey), Structural Functional vs Historical (M.N Srinivas vs A. R Desai).

IV. Some Approaches to Social Reality

- a) Comte's Notion of Positivism, Vienna's Circle Positivism
- b) Existential Phenomenology and Ethno methodology
- c) Hermeneutics and Critical theory: Gadamer, Apel, Habermas
- d) Post-Structuralism and Post Modernism: Levis Strauss and Derrida/Focault

Suggested Readings

1. Babbie, E. R. 2010. *The Practice of Social Research* (12th edition) .USA: Wadsworth: Cengage Learning.
2. Beteille, A. and T. N. Madan. 1974. *Encounter and Experience: Personal Accounts of Fieldwork*. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Bryman, A. 1988. *Quality and Quantity in Social Research*. London: Unwin Hyman.
4. Durkheim, E. 1958. *The Rules of Sociological Method*. New York: The Free Press.
5. Geertz, C. 1973. *Interpretation of Cultures*. New York: Basic Books.
6. Gouldner, A. 1970. *The Coming Crisis of Western Sociology*. New York: Basic Books.
7. Guthrie, G. 2010. *Basic Research Methods: An Entry to Social Science research*. New Delhi: Sage.
8. Hughes, J. 1987. *The Philosophy of Social Research*. London: Orient Longman.
9. Kuhn, T.S. 1970. *The Structure of Scientific Revolutions*. London: The University of Chicago Press.

MSOC2.3: RESEARCH METHODOLOGY-II

Objectives:

The aim is to enable students to frame a Research Design, formulate research problem, fashion appropriate methods to address it, and derive relevant conclusions. The course is designed to familiarise the students with methodological tools and statistical techniques, explaining quantitative and qualitative methods, which will help them to undertake empirical research independently.

I. Research Design

- a) Types of Research Design: Quantitative and Qualitative
- b) Formulation of Research Design in quantitative study: Experimental, cohort, cross-section, longitudinal and case control studies
- c) Designing Qualitative Research Proposal
- d) Recent debates: Combining Quantitative and Qualitative methodology, Triangulation.

II. Quantitative Research Methods and Analysis

- a) Data Collection and issues of Validity and reliability
- b) Sampling
- c) Tabulation and Cross Tabulation
- d) Measures of Location, Measures of Dispersion and Variability: Correlation, Statistical Inferences, Test of Hypothesis

III. Qualitative Research Methods and Analysis

- a) Ethnography
- b) Oral History
- c) Interviews
- d) Case Studies
- e) PRA (Participatory Rural Appraisal)
- f) Historical and feminist method
- g) Analysing Qualitative Data: aspect of representation and credibility

IV. Applied social research and research writing

- a) Applications of computers in social research
- b) Action (Applied) research, Participatory research: Participatory Rural Appraisal

- c) Data Processing and Analysis
- d) Interpretation and report writing

Suggested Readings:

1. Agresti, A. and B. Finley. 1997. *Statistical Methods for the Social Sciences*. United States: Prentice Hall and Pearson Publishing.
2. Barrier, N. G. Barrier (Ed.). 1981. *The Census in British India* Delhi: Manohar Publishers.
3. Bernard, H. (Ed.). 1998. *Handbook of Methods in Cultural Anthropology*. New York: Sage Publications.
4. Carr, E. H. 1961. *What is History?* London: Penguin Books
5. Ehrenberg, A. S. C. 1975. *Data Reduction*. USA: Wiley Inter-science
6. Epstein, A. Land M. N. Srinivas. 1978. *The Craft of Social Anthropology*. New York: Transaction Publishers.
7. Morphy, Howard and Morgan Perkins (Eds.). 2006. *The Anthropology of Art. A Reader*. Oxford: Blackwell.
8. Perks, Robert and Alistair Thomson (Eds.). 1998. *The Oral History Reader*. United States: Routledge
9. Sayer, Andrew. 1992. *Method in Social Science (revised 2nd edition)*. United States: Routledge.
10. Srinivas, M. N. and M. N. Panini. 2002. *Collected, Essays*. United Kingdom: Oxford University Press.

COD 6.4: BUSINESS RESEARCH METHODS AND PROJECT WORK

Duration: 3 hrs. Marks: 100 Lectures: 65

Objective: This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

Section A: Business Research Methods 50 Marks

Unit 1: Introduction 10 Lectures

Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses

Unit 2: Research Process 10 Lectures

An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies

Unit 3: Measurement and Hypothesis Testing 19 Lectures

Measurement: Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling –Steps, Types, Sample Size Decision; Secondary data sources

Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non parametric tests testing the assumptions of Classical Normal Linear Regression

Section B: Project Report Marks 50

Unit 4: Report Preparation 26 Lectures

Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

Note:

1. There shall be a written examination of 50% Marks on the basis of Unit 1: to III.
2. The student will write a project report under the supervision of a faculty member assigned by the College / institution based on field work. The Project Report carries 50% Marks and will be evaluated by University appointed examiners.

Core Discipline Paper: BUSINESS RESEARCH

Paper Code: BAC 4.1 Credit Points: 6

***Objective:** To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.*

Course Content:

Unit I: Nature and Scope of Marketing Research – Role of Marketing Research in Decision making. Applications of Marketing Research – marketing research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.

Unit II: Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

Unit III: Primary Data Collection: Survey Vs. Observations. Comparison of self administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio. Scaling techniques paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design.

Unit IV: Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Introduction to theoretical concept of ANOVA, Factor Analysis and Discriminant Analysis.

Unit V: 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.

Suggested Readings:

1. Zikmund, Babin & Carr: *Business Research Methods, South-Western.*
2. Cooper & Schindler: *Business Research Methods McGraw-Hill Education,*
3. Churchill: *Marketing Research: Methodological Foundations, Cengage Learning.*
4. Aaker, Kumar, Day - *Marketing Research. Wiley.*
5. Naresh Malhotra – *Marketing Research, Pearson.*



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