

J.S. UNIVERSITY
SHIKOHABAD, FIROZABAD
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Website: www.jsu.ac.in, www.jsu.edu.in



जे.एस. विश्वविद्यालय
शिकोहाबाद, फिरोजाबाद
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*Established by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956*

NOTIFICATION

Conduct of Research Methodology (COURSE WORK)for Ph.D./M.S/M.Phil.

Web .Notification No: R/RM /147/ 2010-2021, Date: 08/04/2021

Ref:- 1) Academic Regulations of the University, J. S.

2) University Order No. JS/175/13 Dated: 20.05.2013


The Research Scholars registered into Ph.D./MS/M.Phil. Programme up to the Academic Years 2020-21 of Engineering & Science Stream, who have not attended earlier are hereby informed that the “Research Methodology” Course Work will be conducted through Google Meet online video conferencing. However one should have gmail account to attend online classes. The classes will be conducted from 26/04/2021 to 01/05/2021.

Research Scholars should register on or before 20/04/2021 in prescribed format. The format is available in the Website and R&D notification.

The registration fee for attending the course work is Rs.5000/- (Five thousand only) and to be paid through online to Director, R&D, JS, Shikohabad.

The prescribed registration form must be submitted either soft copy through email or hardcopy (by post) to Directorate of Research and Development, JS Campus, Shikohabad, Uttar Pradesh – on or before 20/04/2021.

After completion of the course, certificate will be issued to the candidates satisfying the academic requirements. The Scholar’s shall attend the Research Methodology course work as per university guide lines and is mandatory.


कुलसचिव
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Registrar



(Research Methodology)

Course objective: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

Unit-I:

Research Methodology: Overview of research methodology-research problems, Types of research, Research Process and Ethics, Ethics in Business Research, Limitations of Social Science Research, Observation Studies and Research.

Unit-II:

Design of business research: Research design and overview: Qualitative research vs Quantitative research, types of research design, validity of research design, types of design.


Unit-III:

Data Collection Methods & Tools

Primary data, secondary data, designing questionnaire and schedule of question, relevant cases and exercises, sampling methods: random, non-random techniques, tabulation, interpretation, and analysis of data.

Unit-IV:

Measurement of scaling Techniques: Introduction objectives qualitative research vs quantitative measures, classification/types of measures characteristics/goodness of instruments/measurement of scales. Errors in measurement, Types of scales/Techniques comparative and non- comparative scaling techniques guidelines for deciding scales.


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Unit-V:

Report writing & bibliography:


Introduction, objectives, format of a report, classification of the sectors of the reports, power point presentation of the reports, synopsis vs main report, footnotes, importance of hypotheses and objectives in the report writing, types of reports, report format, cover page, preliminary pages, main body, appendices and bibliography, importance's of excel and spss in report writing.

Couse outcome: Students will be able to

CO1	Understand the process of research.
CO2	Apply the research design for research problem
CO3	Analyze the data collection tool & techniques
CO4	Analyze the measurement of scaling techniques
CO5	Explore the techniques for research report writing

Text Books:

- 1 Krishna Swamy, Sivakumar, Mathirajan-Management research methodology, Pearson, 2014
- 2 R. Pannerselvam – Research Methodology, PHI, 2014
- 3 T N Srivastava, shailaja rego, business research methods- TMH 2014
- 4 Business research methods- Donald R copper, Pamela S Schindler


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