

KALINGA COLLEGE OF COMMERCE, BHUBANESWAR

Core XVI

Semester VII

Research Methodology & Research Ethics

Course Objectives

To acquaint students with the concepts of Survey and Research and provide inputs relating to research methodology, the process of research report writing.

Course Outcomes

After completion of the course, learners will be able to:

- Understand Meaning of Research and role of research in various functional areas;
- Formulate hypothesis and research design;
- Identify Methods of Data collection and pilot study;
- Develop Processing and Analysis of data;
- Apply Report writing techniques and draft research report

Unit-1: Introduction to Research Methodology

Definition of research, Importance of research in academic and professional contexts, Types of research: qualitative vs. quantitative. Research Design and Planning; Formulating research questions and objectives, Selecting appropriate research designs: experimental, observational, survey, case study Developing research hypotheses and variables

Unit-2: Data Collection Methods and Sampling Techniques

Surveys: design, administration, and analysis. Interviews: types, techniques, and ethical considerations. Observational research: participant observation, structured observation. Probability sampling methods: simple random sampling stratified sampling, cluster sampling Non-probability sampling methods: convenience sampling, purposive sampling, snowball sampling.

Unit-3: Data Analysis Techniques and Research Project Design

Qualitative data analysis methods: thematic analysis, content analysis, grounded theory, Quantitative data analysis methods: descriptive statistics, inferential statistics, and regression analysis. Developing a research proposal: objectives, literature review, methodology, timeline. Planning and executing a research project: data collection, analysis, and interpretation

Unit-4: Research Ethics

Ethical principles in research: integrity, respect, fairness, responsibility. Informed consent and confidentiality, Avoiding plagiarism and maintaining academic integrity

Suggested Readings

- ✓ *Swain A.K.P.C Business Research Method & Project Work, kalyani publisher.*
- ✓ *Research Methodology, Cauvery R./ Nayak, Sudha U.K./ Girija M. &Meenakshi R.S. Chand Publishing*
- ✓ *Research Methodology: Concepts and Cases, Chawla Deepak &Neena Sodhi Vikas Publishing*

KALINGA COLLEGE OF COMMERCE, BHUBANESWAR

- ✓ *Cooper, D. R. & Schindler, P. S., Business Research Methods. Boston, Mass.: McGraw-Hill/Irwin*
- ✓ *Greene, W. H., Econometric Analysis. Pearson Pvt. limited*
- ✓ *Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin (2013).Business Research Methods. Cengage Learning limited*