RESEARCH METHODOLOGY

Total Lectures Required –25 **Total Tutorials Required - 5**

Course Objectives:

At the end of the course students will be able to conceive and execute research in an efficient manner.

Learning outcomes:

At the end of the course, the student will be able to-

- *Know about the research process*
- *Have knowledge about the scaling and measurement techniques used in the questionnaire*
- *Apply the statistical tools in the analysis of the research*

Module 1	**Concept of Research and Research Process**	**5 Lectures**
	TOPICS	
1	Meaning and definitions of Research, Relevance and significance of research. Why there is need to do research?	1
2	Types of Research	2
2	Process in research report writing and dissemination of research findings.	2
Module 2	**Research Problem and Research Design**	**5 Lectures**
	TOPICS	
1	Reviewing of Literature	1
2	Importance and steps in formulating a research problem	1
3	Formulation of research objectives	1
4	Identifying variables and formulating hypothesis	1
5	Nature and classification of research design	1
Module 3	**Data Collection Methods**	**4 Lectures**
	TOPICS	
1	Primary Data Collection Methods- Questionnaire, Schedule, Interview, Observation	2
2	Secondary Data Collection Methods- Journals, Government Reports, etc.	1
3	Selection of appropriate data collection method	1
Module 4	**Scaling Techniques and Sampling Methods**	**4 Lectures**
	TOPICS	
1	Measurement Techniques- Role of measurement in research,	1

	Types of measurement scales, Sources of error in measurement	
2	Classification of scales – Rating Scales – Attitude Scales – Likert scale	1
3	Sample and Population	1
4	Types of Sampling: Probability and Non-Probability Sampling techniques	1
Module 5	**Applications of Statistical Tools in Research**	**7 Lectures**
	TOPICS	
1	Measures of Central tendency and Dispersion	2
2	Correlation and regression	2
3	Simple statistical applications such as Z, t, F and ANOVA.	3

Text Book:

- Kumar, Ranjit (2013), *Research Methodology: A Step by Step guide for Beginners,* Sage Publications Ltd.

Reference Books:

- Goodde and Hatte. *Methods in Social Research*, New York:McGraw –Hill, 1952
- Gopal, M. H. *An Introduction to Research Procedures in Social Sciences*, Bombay: Asia Publishing House, 1970
- Henn, Matt; Mark Weinstein and Nick Foard, *A Short Introduction to Social Research,* New Delhi : Vistaar Publications, 2006
- Krishnaswami, O.R. *Research Methodology in Social Sciences*, Delhi: Himalaya Publications, 2000
- Kumar, Renjith, *Research Methodology: A Step by Step Guide for Research*, Delhi: Pearson Education, 2009
- *MLA Style Sheet*, Latest Edition

ARKA JAIN University, Jharkhand

Syllabus of Pre - Ph.D Course Work

Computer Applications

Total Hours : 30

UNIT I: COMPUTER FUNDAMENTALS — Lectures - 5

Introduction and need of Computers, Computer memory, computer generations, Basic computer organization; System software, Application software.

Operating system – DOS, Windows, UNIX, Linux. Basics of Windows, User Interface, File Management, File Transfer (ftp, WSftp). Difference between presentation and document. Application of computer for business and research

UNIT II: DATA COMMUNICATION AND NETWORKS — Lectures - 5

Data communication concepts, local area network, wide area network, internet, intranet, extranet, website. E-mail, search engines-enterprise E-communication and E-collaboration

UNIT III: USING INTERNET FOR RESEARCH

Lectures - 7

The Internet: Introduction, Use of Internet, major internet services. WORLD WIDE WEB, e-Mail, File Sharing, Blogging, Web Feeds, IP, DNS, ICANN. Downloading super tools for better computing Internet and the society, Use of E-Journals, Use of E-library, searching the keyword search engines, News and multimedia, governments, archives and statistics.

INFLIBNET - SOUL, UGC-Infonet, OJAS, Shodhganga, Shodhgangotri,

e-PG PATHSHALA.

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UNIT IV: INTRODUCTION TO RESEARCH RELATED SOFTWARES

Lectures - 7

Introduction to Data analysis software-SPSS: Definition, objectives and features, data analysis using SPSS: Data entry creating variables, switching to data labels, data analysis: Frequencies, recording into different variables, cross tabulations and layers. Core calculation software, developing utility programs for research, Introduction to C programming. Other Data Analysis softwares - DataMelt, MATLAB, SCILAB, Maple.

UNIT V: TOOLS AND UTILITIES RELATED WITH RESEARCH

Lectures - 6

MS-Office and its application, Research publishing tool - Microsoft Word, Adobe Acrobat, Graphics tool - Microsoft Excel, Microsoft Power Point: Creating presentations and adding effects

Recommended Books:

1. P.K Sinha, Computer Fundamentals, BPB Publications, 1992.

2. Guy Hart-Davis, The ABCs of Microsoft Office 97 Professional edition, BPB Publications, 1998.

3. Karl Schwartz, Microsoft Windows 98 Training Guide, 1998.

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Syllabus for Ph.D. Course Work- Commerce and Management

FUNDAMENTAL STUDIES IN COMMERCE AND MANAGEMENT

Total Lectures Required – 50

Course Objectives:

The objectives of the course are to equip the students with the conceptual knowledge of the core fundamentals of commerce and management and the various specializations viz. Marketing, Finance, Accounting and Human Resource Management.

Learning Outcomes:

At the end of the course, the student will be able to-

- Understand the basic concepts of commerce, business environment and management and the principles.
- Explain the concepts, important tools and their research applications in specialized areas of management- Marketing, Finance, Accounting and Human Resource Management.

Module 1	**Commerce Fundamentals**	**3 Lectures**
	TOPICS	
1	Business Environment – Meaning, Feature and Importance	1
2	Types of Business Environment – Economic, Political, Legal, Social, Cultural, Natural	1
3	Changing Economic Environment – Liberalization, Privatization, Globalization	1

Module 2	**Management Fundamentals**	**7 Lectures**
	TOPICS	
1	Management- Meaning, Managerial roles	1
2	Levels of Management	1
3	The Planning function	1
4	The Organizing function	1
5	The Staffing function	1
6	The Directing Function	1
7	The Controlling function	1

Module 3	**Fundamentals of Marketing**	**12 Lectures**
	TOPICS	
1	Introduction to Marketing	1
2	Needs, Wants and Desires	1
3	The 4 P's of Marketing and 7 P's of Services Marketing	2
4	Product Management in market- Levels	1
5	Pricing the products- Factors and Levels	2

6	Distribution of products- Methods	1
7	Integrated marketing communication- Introduction and Promotion-mix	2
8	Retail management- Emergence and Opportunities	1
9	Social media Marketing- an emerging marketing concept; Options available	1

Module 4	**Fundamentals of Finance and Accounting**	**17 Lectures**
	TOPICS	
1	Introduction to Accounting and Financial Management	1
2	Accounting Cycle – Basic Principles	1
3	Types of Accounting – Financial, Cost and Management Accounting	1
4	Inter relationship between Financial, Cost and Management Accounting, Advantages and Disadvantages	2
5	Cost and Management Accounting: Ratio Analysis, Fund Flow Statement, Cash Flow Statement	2
6	Marginal Costing and Break Even Analysis	1
7	Analysis of Financial Statements	1
8	Accounting Association and Institution – Its role, Accounting Standards	1
9	Financial Planning: Introduction, Objectives, Benefits, Guidelines	2
10	Capital Structure, Financial and Operating Leverage	1
11	Cost of Capital, Capital Budgeting, Working Capital Management, Dividend Policy	2
12	Cash Management: Introduction, Motives of handling cash and Cash planning	2

Module 5	**Fundamentals of Human Resource Management**	**11 Lectures**
	TOPICS	
1	Human Resource Management- Introduction	1
2	Manpower Planning and Resources	1
3	Recruitment- Introduction and Methods	1
4	Selection- Introduction, Methods	1
5	HR Process Outsourcing	1
6	Compensation and Benefits	1
7	Performance Management	1
8	Training and Development: Levels and Types	1
9	Staffing: Job Design, Job Description and Job responsibility	1
10	Employee Welfare	1
11	Global Human Resource Management And Emerging Issues	1

Text Books:

- Principles of Management, Koontz, Tata Mcgraw hill publication.
- Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsan ul Haque, Pearson Publications.
- Financial Management- Theory and practice, Prasanna Chandra, Tata Mcgraw hill publication.
- A Handbook of Human Resource Management Practice, Michael Armstrong, Kogan Page publications.
- Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi.
- Pandey, I.M: Management Accounting, Vani Publication, Delhi

Reference Books:

- Principles and Practice of Management, P. S. Sengupta, Vikas publishing house.
- Marketing Management, Ramaswamy & Namakumari, Mcmillan Publication.
- Organizational behavior, Stephen P Robbins, PHI publications.
- Human Resource Management, Biswajeet Pattanayak, PHI publications.
- Basic Financial Management, M Y Khan and P K Jain, Tata Mc-graw Hill Publication.
- M. C. Shukla, T. S. Grewal & S. C. Gupta, Advanced Accounts, S. Chand Publishing
- Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi.