



ALLIANCE
UNIVERSITY

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

**Office of Recruitment,
Careers and Admissions**

RESEARCH METHODS SYLLABUS

Definition of Research

Nature, Scope, Characteristics, Objectives and foundations of research, the relationship between theory-research-data, Motivation for Research; Use of Research in Business

Research Process

Stages of Research Process: Problem Identification / Hypothesis Development, Literature Survey, Research Strategy, Methods of Data Collection, Sample Design, Analysis Design, Field Data Collection, Data Processing and Data Analysis

Research Design

Nature of and Classification of design – Developing an appropriate research design – Issues of validity and reliability

Types of Research

Qualitative vs. Quantitative: Qualitative Research - Exploratory Research – Phenomenology, Ethnography, Focus Group, Projective Techniques, Observational Methods, Depth Interviews, Case Studies; Quantitative Research - Descriptive Research - Survey Method; Causal Research – Experimental Design

Problem Formulation

Identifying Research Problem area, selecting the Specific Research Issue, Formulating the Objectives and Hypothesis Clarifying the Objectives; Developing Testable Implications from theory/hypothesis; Basic concepts of Hypothesis Testing

Experimental Research

External/Internal Validity - Quasi-experiments vs. True experiments – Solomon 4-group design – Complex Experimental Design – Factorial and Latin Square Design

Sampling Design

Sampling Terminology (Target Population and Sampling Frame), Representativeness, Probabilistic and non- Probabilistic Sampling, Sampling Process, Sample Size Determination, Sampling & Non-Sampling Errors, Statistical Terms in sampling

Measurement & Scaling

What is Measurement, Levels of Measurement and its issues, Qualitative Measures Basic Scales, Attitude Measurement Scales, Types of Scales, General Issues in Scaling, Validity, Reliability and Sensitivity

Data Collection Methods

Primary Data and Sources of Secondary Data: Interview and Questionnaire Methods: Questionnaire Design, Pre-test, Telephone Interviews, Personal Interviews, Mail Surveys, e-mail Surveys, Online Surveys, -- Advantages and Disadvantages of using Secondary Data, Census, Databases, Information on Internet