

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT

M.B.A. SEMESTER – II (CORE)

RESEARCH METHODOLOGY

MBA02C204

| Sr · N o. | Unit |
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| 1 | Introduction to Research, Research Problem & Formulation of Research Hypothesis 1.1 Introduction 1.2 Definition of Research 1.3 Importance of Scientific Research 1.4 Types of Research 1.5 Fundamentals in Research 1.6 Research Problem 1.7 Formulation of Research Hypothesis Check Your Progress |
| 2 | Research Design 2.1 Introduction 2.2 Research Design 2.3 Types of Research Design 2.4 Methodologies and Types of Exploratory Research Check Your Progress |
| 3 | Primary and Secondary Data 3.1 Introduction 3.2 Data collection Techniques and Data Types Check Your Progress |
| 4 | Questionnaire Design 4.1 Introduction 4.2 Definition 4.3 Objectives of a Questionnaire: 4.4 Characteristics of Questionnaires: 4.5 Questionnaire Design Process Check Your Progress |
| 5 | Sampling & Measurement Scaling |

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| | <p>5.1 Introduction</p> <p>5.2 Meaning and Example of Sampling</p> <p>5.3 Objectives of Sampling</p> <p>5.4 Types of Sampling Methods</p> <p>5.5 Meaning of Measurement Scaling</p> <p>5.6 Importance of Measurement Scaling</p> <p>5.7 Types of Measurement Scaling</p> <p>5.8 Characteristics of Good Scale (Validity, Reliability and Sensitivity)</p> <p>Check Your Progress</p> |
| 6 | <p>Univariate & Bivariate Analysis of Data</p> <p>6.1 Introduction</p> <p>6.2 Meaning and Example</p> <p>6.3 Objectives</p> <p>6.4 Data and its analysis</p> <p>Check Your Progress</p> |
| 7 | <p>Testing of Hypothesis</p> <p>7.1 Introduction</p> <p>7.2 Types of Hypothesis</p> <p>7.3 Process/steps of Hypothesis Testing</p> <p>7.4 Important Concepts</p> <p>7.5 Scope of Hypothesis</p> <p>Check Your Progress</p> |
| 8 | <p>Research Report Writing</p> <p>8.1 Introduction</p> <p>8.2 Characteristics of a Good Report</p> <p>8.3 Types of Research Report</p> <p>8.4 Components of Research Report</p> <p>8.5 Conclusion</p> <p>Check Your Progress</p> |
| 9 | <p>Research Paper Writing</p> <p>9.1 Introduction</p> <p>9.2 Characteristics of a Good Research Paper</p> <p>9.3 Elements of a Good Research Paper</p> <p>9.4 Challenges With Writing a Good Research Paper</p> <p>9.5 Conclusion</p> <p>Check Your Progress</p> |
| 10 | <p>Ethics in Research</p> <p>10.1 Introduction</p> <p>10.2 Importance of Ethics in Research</p> <p>10.3 Components of Research Ethics</p> <p>10.4 Types of research misconduct</p> <p>10.5 Ethical Consideration in Research: Participant Researcher</p> <p>10.6 General Ethics</p> <p>10.7 Committee on Research Ethics</p> <p>10.8 Ethical Issues in internet-based research</p> <p>10.9 A Template for Informed Consent</p> |

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| | Check Your Progress |
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