**Annamalai University - Department of Business Administration**

(Part – 1: Paper – I)Ph.D. - Syllabus for

**RESEARCH METHODOLOGY(Common to all)Unit - 1**

Research Methodology: Meanng! ob"ec#$es and types of research! Research process – %ualty of &ood Research.Research proble' – selec#ng the proble'. echn%ues n$ol$ed n denng a proble'.

**Unit - 2**

Research Desgn: 'eanng! need and types of research desgn – \*eatures of a good desgn –De$elopng a research plan.Sa'plng Desgn: I'plca#ons! Steps – +haracters#cs of &ood Sa'ple Desgn – D,erent ypesof Sa'ple Desgns! and +rtera for Selec#ng a Sa'plng procedure

**Unit - 3**

Measure'ent and Scalng echn%ues: Measure'ent Scales – Sources of rror n Measure'ent – Meanng of Scalng – I'portance and Method of Data collec#on! pr'ary and secondary Data –bser$a#on – Inter$e/ – 0ues#onnare – Schedule. +ase study Method – Selec#on of pproprateMethod of Data +ollec#on.

**Unit - 4**

Processng and nalyss of Data: d#ng – +odng – +lassca#on -abula#on. Sta#s#cs n Research: 'ean! Medan and Mode – Standard De$a#on – correla#on –Regresson – 2ypothess – +rtera of a &ood 2ypothess – d$antages of \*or'ula#ng 2ypothess –3n$arate – 4$arate – Mul#$arate analyss.

**Unit - 5**

 Report 5r#ng: ypes – D,erent Steps n Report 5r#ng – Mechancs of 5r#ng a ResearchReport – Precau#ons for 5r#ng Research Reports – +o'puter role n Research: +o'puter and+o'puter echnology – +o'puter Syste' – +haracters#cs – +o'puter pplca#on – +o'puters andResearche