

Module No.	Unit No.	Topics	Hrs.
1.0		Introduction and Basic Research Concepts	09
	1.1	Research – Definition; Concept of Construct, Postulate, Proposition, Thesis, Hypothesis, Law, Principle. Research methods vs Methodology	
	1.2	Need of Research in Business and Social Sciences	
	1.3	Objectives of Research	
	1.4	Issues and Problems in Research	
	1.5	Characteristics of Research: Systematic, Valid, Verifiable, Empirical and Critical	
2.0		Types of Research	07
	2.1	Basic Research	
	2.2	Applied Research	
	2.3	Descriptive Research	
	2.4	Analytical Research	
	2.5	Empirical Research	
	2.6	Qualitative & Quantitative Approaches	
3.0		Research Design and Sample Design	07
	3.1	Research Design – Meaning, Types and Significance	
	3.2	Sample Design – Meaning and Significance Essentials of a good sampling Stages in Sample Design Sampling methods/techniques Sampling Errors	
4.0		Research Methodology	08
	4.1	Meaning of Research Methodology	
	4.2	Stages in Scientific Research Process: a. Identification and Selection of Research Problem b. Formulation of Research Problem c. Review of Literature d. Formulation of Hypothesis e. Formulation of research Design f. Sample Design g. Data Collection h. Data Analysis i. Hypothesis testing and Interpretation of Data j. Preparation of Research Report	
5.0		Formulating Research Problem	04
	5.1	Considerations: Relevance, Interest, Data Availability, Choice of data, Analysis of data, Generalization and Interpretation of analysis	
6.0		Outcome of Research	04