RMH001 - RESEARCH METHODOLOGY (Humanities)

Unit I: Research preparation and planning
Objectives of research – Understanding research and its goals, Critical thinking,
Techniques for generating research topics. Topic selection and justification. Techniques
involved in designing a questionnaire – Methods of scientific enquiry – Formulation of
hypotheses and testing of the same – Development of a research proposal

Unit II Research Resources
Sources of information. Literature search. World Wide Web, Online data bases – search
tools. Citation in dices – Principles underlying impact factor – Literature review – Case
studies, review articles and Meta analysis – Role of the librarian. Ethical and moral
issues in Research, Plagiarism, tools to avoid plagiarism

Unit III Academic Writing and Presentation
Proposal submission for funding agencies, Elements of Style. Organization of proposals,
Basic knowledge of funding agencies, Research report writing, Communication skills,
Tailoring the presentation to the target audience – Oral presentations, Poster preparations,
Submission of research articles for Publication in Reputed journal, Thesis writing and
Research report writing. Elements of excellent presentation: preparation, visual and
delivery, oral communication skills and oral defence.

Unit IV Data collection, Analysis and Inference
Basic statistical distributions and their applications: Binomial, Poisson, Normal,
Exponential. Weibull and Geometric distributions.
Sample size determination and sampling techniques: Random sampling, stratified
sampling, systematic sampling and cluster sampling
Large sample tests and small sample tests: Student t-test, F test and $\chi^2$ test and their
applications in research studies
Correlation and Regression analysis – Time series analysis: Forecasting methods
Factor analysis, Cluster analysis and discriminant analysis (Basic ideas only)
Principles of Experimentation, Basic Experimental designs: Completely Randomized
Design, Randomized Block Design and Latin Square Design. Factorial Designs: $2^2$, $2^3$
and $2^4$

Unit V Application of Research methods in Functional areas of management
Application of statistics in functional areas of management:
Marketing: Marketing research, Demand forecasting,
Finance: Performance evaluation of mutual funds, Investment analysis – Discounted
cash flow techniques and Internal Rate of Return, Project decisions, Stock price
fluctuations -
Operations: Supply chain management, Inventory control
HR: Analysis of job satisfaction, Identification of factors affecting productivity,
Economics: Trend in food production, analysis of exports and imports, Analysis of price fluctuations

References
2. Bijorn Gustavii: How to write and illustrate scientific papers? Cambridge University Press
8. James C. Van Horne, Standford University, Financial Management and Policy, Prentice Hall,
9. James R. McGuigan, R. Charles Moyer, Frederick H. deB. Harris, Managerial economics – applications, strategy and Tactics, Cengage learning, India
10. Philip Kotler, Marketing management Pearson Education, India
11. Modern Production / Operations Management, Elwood S. Buffa & Rakesh Sarin, Wiley India
12. Ronald R. Sims, Organizational success through effective human resources Management, Quorum books, London