



Andhra Loyola College (Autonomous)

VIJAYAWADA-520 008.

Web: www.andhraloyolacollege.ac.in e-mail: contactalc@gmail.com

Affiliated to Krishna University, Machilipatnam - 521 004

| | |
|---------------------|-----------|
| STD | : 0866 |
| Main Off. | : 2476082 |
| Inter | : 2476965 |
| Degree | : 2481907 |
| P.G. | : 2474902 |
| CoE | : 2473251 |
| Fax (Principal) | : 2474531 |
| Fax (Correspondent) | : 2486084 |

Criterion III: Research, Innovations and Extension

Metric Id: 3.4.1

Deviation details:

The Institution ensures implementation of its stated Code of Ethics for research.

The institution has a stated Code of Ethics for research and the implementation of which is ensured through the following:

1. Inclusion of research ethics in the research methodology course work
2. Presence of institutional Ethics committee (Animal, Chemical, Bio-ethics etc.)
3. Plagiarism check through software
4. Research Advisory Committee

HEI Input: B. Any 3 of the above

Findings of DVV:

- a) Provide Copy of the syllabus of the research methodology course work.
- b) Provide Constitution of the ethics committee and its proceedings approved by the appropriate body.
- c) Provide Constitution of research advisory committee and its proceedings approved by the appropriate body.
- d) Provide Bills of purchase of plagiarism check software in the name of the HEI for the year 2022-23.

Response of HEI

a) Provide Copy of the syllabus of the research methodology course work.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS), VIJAYAWADA
III SEMESTER, II BBA, PAPER CODE 233 BR
BACHELOR OF BUSINESS ADMINISTRATION, PAPER- II.
BUSINESS RESEARCH**

Objective: This Subject is included to provide an exposure to the students pertaining to the nature & extent of research orientation, which they are expected to possess when they enter the industry as practitioners.

Unit: 1 INTRODUCTION (15hrs)

Research –Definition, Nature & importance of Research, Types of Research, Steps in Research Process, Research Proposal, Business Research & its Role, Ethical Issues in Business Research.

Unit: 2 RESEARCH DESIGN (15hrs)

Meaning of Research Design, Functions & Importance of Research Design, Criteria for Good Research Design, Types of Research Design-Exploratory, Descriptive, Experimental, Casual & Research Design.

Unit: 3 SAMPLING AND DATA COLLECTION

Sources of Data-Primary Data and Secondary Data, Methods of Collecting Data-Personal interviews, Telephone, Mail, Questionnaire & Self-Administered Questionnaire, Sampling Design –Random Vs Non –Random sampling Techniques, Determination of Sample Size

Unit: 4 MEASUREMENT CONCEPTS

Levels of Measurement-Nominal, Ordinal, Interval & Ratio Scales, Criteria for good measurement-Reliability & Validity of Survey instrument

Unit: 5 DATA ANALYSIS & REPORT

Editing, Coding, Tabulation & Graphic Presentation, Descriptive Statistics: Stating Hypothesis, Hypothesis Testing, Chi-Square Test, T-Test & Z-Test, Preparation of Report

REFERENCE BOOKS:

- 1) **Research Methodology-C.R.Kothari-Wishwa Prakashan,2009**
- 2) **Research methodology-Paneerselvam.R-PHI Learning Pvt.ltd,New Delhi,2009.**
- 3) **Business Research Methods-Sachdeva-Himalaya Publishing House.**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS), VIJAYAWADA
MASTER OF COMPUTER APPLICATIONS
RESEARCH METHODOLOGY SYLLABUS
SEMESTER - 2**

UNIT I

Foundations of Research

Meaning of Research – Definitions of Research – Motivation in Research – General Characteristics of Research

– Criteria of Good Research – Types of Research – Research Process – Research Methods vs. Methodology – Defining and Formulating the Research Problem – Review of Literature – Approaches to Critical Literature Review

Importance of Literature Review in Identifying Research Gaps and Defining a Problem – Development of Working Hypothesis.

UNIT II

Research Design, Sampling Concepts, and Data Collection Methods

Meaning, Significance and Characteristics of Good Research Design – Types of Research Design: Exploratory, Conclusive Research and Experimental – Sampling Theory: Types of Sampling and Errors in Sampling – Data Collection: Types of Data – Data Collection Methods and Techniques for Primary and Secondary Data.

UNIT III

Measurement & Scaling Techniques, Hypothesis Formulation and Testing, Overview of Data Analysis and Report Writing

Basic measurement scales – Reliability & Validity – Definition and Types of Hypothesis – Hypothesis Formulation and Testing Procedure – Overview of Data Analysis: Methods, Process and Types – Report Writing: Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports – How to Write a Research Proposal, Research Ethics, Conflict of Interest and Plagiarism.

UNIT IV

Intellectual Property Rights (IPR)

Definition and Nature and Features of Intellectual Property Rights (IPR) – Types of Intellectual Property Rights – Procedure for Grants of Patents – Rights of a Patent – Scope of a Patent Rights

- Licensing and Transfer of Technology – Why protection of intellectual property is important?
- Enforcement of IPR – Infringement of IPR.

UNIT V

Indian and International Scenario and New Developments in IPR

IPR Developments in India for the past Five Years – Development of IPR Laws in India – International Cooperation on IPR – New Developments in IPR – Administration of Patent System – International Patent protection – Case Studies in Indian and Global Contexts.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS), VIJAYAWADA

MASTER OF COMPUTER APPLICATIONS

RESEARCH METHODOLOGY SYLLABUS

SEMESTER – 3

UNIT 1

Sampling: Distinction between census and Sampling, Types of sample Design, Errors in Sampling, Sample Size Decision.

UNIT 2

Data collection Techniques and Secondary Data: Introduction, Need for collecting data, classification of data, data collection plan, Problems to be avoided while

collecting data,

Primary data, What is secondary data, Special techniques of Market Research or Syndicated Data, Advantages and Disadvantages of Secondary data

UNIT 3

Measurement and Scaling Techniques: Cross tabulation and frequency distribution, hypothesis testing, Statistical Analysis of Business Research.

UNIT 4

Research Methodology & Writing the Research Paper Research Methodology: Quantitative and Qualitative approach. Technique of Interpretation. Characteristics of a paper. Precautions for writing Research Reports. Tools for Research Documentation Synopsis.

UNIT 5

Research Report Writing Final Paper Presentation. Significance of Report Writing. Types of Reports. Layout of the research report. Result visualization, references. Precautions of Research Reports

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

I MBA. – SEMESTER IICourse code-MBA206

COURSE TITLE- BUSINESS RESEARCH METHODS

COURSE OUTCOMES: On successful completion of the course, students will be able to:

1. learn the basic concepts of research and formulate research problems and process.
2. develop an awareness of research design and data collection methods.
3. generate and understand of sampling design and techniques.
4. know how to analyse and interpret the data.
5. give knowledge about to write a research report and thesis.

SYLLABUS

UNIT - 1 : 12 HOURS

- Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis - Research Design – Exploratory Research – Descriptive Research – Casual Research

UNIT – 2 : 12 HOURS

Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale –Guttman Scale – Likert Scale – Schematic Differential Scale- Classification of Data – Tables and Graphical Presentation

UNIT –3: 12 HOURS

Sampling & Sampling Designs-Advantages of Sampling-Sampling Methods. Testing of Hypothesis – Null & Alternatives hypothesis, Critical region-Types of error-level of significance. Large sample tests: single mean, single proportion, Difference of two means and two proportions, test for difference of two standard deviations.

UNIT - 4 : 12 HOURS

ANOVA – one way and two way classification. Small sample tests: Testing for the mean and variance of univariate normal distribution, testing of equality of two means and testing of equality of two variances. Chi-square test-single variance.

UNIT –5 : 12 HOURS

Research Report Writing and Presentation: Concept, Purpose, Guidelines for

Research Report Writing –Steps in Report Writing-Layout of Report-Types of Research Reports- Presentation of Research Report.

REFERENCE BOOKS:

Donald R.Cooper, Pamela S.Schindler: Business Research Methods, 8/e, TMH,2009.

Gaur: Statistical Methods for Practice and Research, Sage Publication 2009.

Bhandarkar & Wilkinson: Methodology and Techniques of Social Research, Himalaya, 2009.

Bajpai: Business Statistics, Pearson, 2009

Dipak Kumar.Bhattacharya: Research Methodology, Excel Books, 2009

Research Methodology-Kothari



A handwritten signature in blue ink, likely of the Principal, is written over a horizontal line.

Principal

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- b) Provide Constitution of the ethics committee and its proceedings approved by the appropriate body.

ETHICS COMMITTEE (2018-2021)

A Research Ethics Committee comprising the following faculty members is constituted with effect from 01-06-2018 for a period of three years to promote and sustain the ethical research on the campus.

| | |
|---------------------------|--------------------|
| Rev.Fr.G.A.P.Kishore, S.J | Chairman |
| Dr.D.Bala Karuna Kumar | CCLR Coordinator |
| Dr.G.Srinivasa Rao | IQAC Coordinator |
| Dr.B.Raju | Dept. of English |
| Dr.Ch.Srinivasa Rao | Dept. of Physics |
| Dr.K.Rayapa Reddy | Dept. of Chemistry |
| Dr.M.Srinivasa Reddy | Dept. of History |

ETHICS COMMITTEE(2021-2024)

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| Rev.Fr.G.A.P.Kishore, S.J | Chairman |
| Dr.Ch.Srinivasa Rao | CCLR Coordinator |
| Dr.P.V.S.Sai Ram | IQAC Coordinator |
| Dr.G.Srinivasa Rao | Dept .of Physics (Retired) |
| Dr.B.Raju | Dept. of English |
| Dr.K.Rayapa Reddy | Dept. of Chemistry |
| Dr.D.Bala Karuna Kumar | Dept. of Chemistry |
| Dr.M.Srinivasa Reddy | Dept. of History |

<https://www.andhraloyolacollege.ac.in/naac/research/Ethics%20Committee%2018-24.pdf>





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RESEARCH ADVISORY COMMITTEE (2018-2021)

A Research Advisory Committee comprising the following Faculty members is constituted with effect from 01-06-2018 for a period of three years to promote the research on the campus and to act as liaising team between our college and other research institutions.

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| 4. Dr.B.Raju | Dept. of English |
| 5. Dr.N.Srinivasa Rao | Dept. of Statistics |
| 6. Dr.T.Srikumar | Dept. of Physics |
| 7. Dr.M.C.Rao | Dept. of Physics |
| 8. Dr.Ch.Srinivasa Rao | Dept. of Physics |
| 9. Dr. G.V.Ramana | Dept. of Chemistry |
| 10.Dr.K.Rayapa Reddy | Dept. of Chemistry |
| 11.Dr.B.Siva Kumari | Dept. of Botany |
| 12. Dr.M.Srinivasa Reddy | Dept. of History |



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| Dr.N.Srinivasa Rao | Dept. of Statistics |
| Dr.G.Sahaya Baskaran | Dept. of Physics |
| Dr.T.Srikumar | Dept. of Physics |
| Dr.M.C.Rao | Dept. of Physics |
| Dr. G.V.Ramana | Dept. of Chemistry |
| Dr.K.Rayapa Reddy | Dept. of Chemistry |
| Dr.D.Bala Karuna Kumar | Dept. of Chemistry |
| Dr.B.Siva Kumari | Dept. of Botany |
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Link from HEI Website:

<https://www.andhraloyolacollege.ac.in/naac/research/Research%20Advisary%2018-24.pdf>

d) Provide Bills of purchase of plagiarism check software in the name of the HEI for the year 2022-23.

No Plagiarism software is purchased

Additional Information:

<https://www.andhraloyolacollege.ac.in/naac/IVCycle/3/3.4.1.%20Additional%20Information.pdf>




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