

Name of Constituent College: -----						
<b>Faculty</b>	-----			<b>Program</b>	PhD Coursework	
<b>Year</b>	I			<b>Version</b>	2.0	
<b>Semester</b>	1			<b>Effective From</b>	January 2025	
<b>Course Code</b>	SUPH11101			<b>Course Name</b>	Paper 1 – Research Methodology	
<b>Teaching Scheme</b>				<b>Examination Scheme</b>		
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>CCE</b>	<b>SEE</b>	<b>Total</b>
4	3	0	1	50	50	100

#### Course Overview:

The Research Methodology course is designed to provide Ph.D. scholars with a comprehensive understanding of the philosophy, principles, techniques, and ethical considerations involved in conducting academic research. This course serves as a foundation for developing the critical skills necessary to design, implement, analyze, and present scholarly research across various disciplines.

The course emphasizes both qualitative and quantitative approaches, with a focus on formulating research problems, designing research frameworks, and using appropriate data collection and analysis methods. It also includes the development of critical thinking skills to evaluate existing literature, identify research gaps, and create impactful, ethical, and replicable studies.

The course delivery consists of lecture sessions, case studies and hand-on exercise to make students understand basic concepts and techniques, and ongoing real-life problems with a view of analyzing data in the field of social science.

#### Course Objectives:

1. To introduce the fundamental concepts and principles of research.
2. To develop the ability to design robust research methodologies.
3. To understand various tools and techniques for data collection and analysis.
4. To explore qualitative, quantitative, and mixed-method research approaches.
5. To enable effective communication of research findings through academic writing and presentations.

### Course Learning Outcomes:

Upon successful completion of this course, scholars will be able to:

- Identify and articulate research problems clearly and effectively.
- Design and implement appropriate research methodologies.
- Conduct rigorous data collection and analysis using advanced tools.
- Critically evaluate and synthesize academic literature.
- Communicate research findings effectively in both written and oral formats.

### Course Content:

Module	Contents	Contact Hours	Marks
I	<p><b>Philosophical foundations of Research</b></p> <ul style="list-style-type: none"> <li>• A Framework for Research—The Interconnection of Worldviews, Design, and Research Methods</li> <li>• Philosophical Worldviews and Assumptions - Characterising the Three Cultures (Natural Sciences, Social Sciences, and the Humanities)</li> <li>• Epistemological, Ontological and Axiological considerations</li> <li>• Methods of Knowing; Paradigms of research: Deductive, inductive, and abductive reasoning</li> </ul>	5	5
II	<p><b>Introduction to Research and Literature Review</b></p> <ul style="list-style-type: none"> <li>• Definition of Research – Process of Research in detail</li> <li>• Importance of Literature Review in Research—Searching for existing Literature</li> <li>• Managing References and Reference Material; Evaluating Material from the Literature; Organising Principle of the Review; Reviewing the selected literature</li> <li>• Writing up the literature Reviewed - Systematic and narrative reviews</li> <li>• Methods to identify research gaps</li> <li>• Developing Conceptual Frameworks - Defining research questions and hypothesis formulation</li> <li>• Avoiding Plagiarism</li> </ul> <p><b>Drafting Thesis and Referencing Styles</b></p>	20	25



Module	Contents	Contact Hours	Marks
	<ul style="list-style-type: none"> <li>• Research Writing in general (Structure, Content, Sequence, Meaning, Tone, Voice and Person, Sentence formulation and length, Paragraphs and Paragraph Transition, Word limits)</li> <li>• Introduction to Various Referencing Styles</li> <li>• Writing Bibliography - Proofreading, Revising, and Editing</li> </ul>		
III	<p><b>Research Design – Quantitative and Qualitative</b></p> <ul style="list-style-type: none"> <li>• The Definition of Research Design – Functions of Research Design</li> <li>• Introduction to Quantitative Research, Qualitative Research and Mixed Method Research</li> <li>• Types of Study Designs in Quantitative Research – Study design based on the number of contacts (Cross – sectional studies, Before and after studies and Longitudinal studies) - Study design based on the reference period (Retrospective studies, Prospective studies, Retrospective – prospective studies) - Study design based on the nature of investigation (Experimental, Non-experimental, Quasi or semi-experimental) – Other designs (Trend studies, Cohort Studies, Panel Studies)</li> </ul> <p><b>Qualitative Research Design</b></p> <ul style="list-style-type: none"> <li>• The Characteristics of Qualitative Research</li> <li>• When to Use Qualitative Research</li> <li>• The Features of a “Good” Qualitative Study - Phases in the Qualitative Research Process</li> <li>• Five Qualitative Approaches to Inquiry (Narrative Research, Phenomenological Research, Grounded Theory Research, Ethnographic Research, and Case Study Research) - Comparing the Five Approaches</li> </ul>	20	25
IV	<p><b>Introduction to Data Analysis</b></p> <ul style="list-style-type: none"> <li>• Introduction to Measurement Scales</li> <li>• Data Visualization - Charts and Graphs</li> <li>• Introduction: Univariate, Bivariate and Multivariate Data Analysis</li> <li>• Univariate Analysis: Frequency, Measures of Central Tendency and Dispersion</li> <li>• Bivariate Analysis: Cross Tabulation</li> </ul>	30	15





Module	Contents	Contact Hours	Marks
	<ul style="list-style-type: none"><li>• Normality Testing - Parametric and Non-Parametric Testing of Hypotheses</li><li>• Parametric Tests - T, ANOVA tests</li><li>• Non-parametric Testing – Mann Whintey U, Wilcoxon Signed Paired rank test, Kruskal Wallis test, Chi-square</li><li>• Bivariate Data Analysis – Correlation and Simple Linear Regression</li><li>• Multiple Regression</li></ul>		

**Grading:**

Component	Weightage
Continuous & Comprehensive Evaluation (CCE)	50 marks
Semester End Evaluation (SEE)	50 marks

***Semester End Exam:***

The 2-hour Semester end evaluation shall be of 50 marks and shall include all topics, discussions and lectures covered during the semester.

***Continuous & Comprehensive Evaluation:***

Continuous and comprehensive evaluation shall be conducted using assignments, presentations, class quiz, practical work, etc. There shall be one or more evaluations for total of 50 marks.





**Reference Books:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Authors</b>	<b>Publication and Edition</b>
1	Research Design: Qualitative, Quantitative, and Mixed Methods Approaches	John W. Creswell (Author), J. David Creswell	Sage Publication
2	Qualitative Inquiry and Research Design: Choosing Among Five Approaches	John W. Creswell, Cheryl N. Poth	Sage Publication
3	The Logic of Scientific Discovery	Karl Popper	Routledge
4	The Three Cultures: Natural Sciences, Social Sciences, and the Humanities in the 21st Century	Jerome Kagan	Cambridge
5	Marketing Research: An applied approach	Naresh K. Malhotra and Satyabhushan Dash	Perason Education (India) – Latest Edition
6	Social Research Methods	Alan Bryman	OXFORD University Press
7	Mapping your THESIS	Barry White	ACER Press

