

202A Research Methodology for Business And Industrial Economic Environment

Unit No.	Unit Title	Contents
1	Introduction to Business Research	Introduction. Definition, Objectives, Significance & Types of Research, Criteria of research, Features of a Good Research, Steps in Scientific Research Process, Research Methods versus Methodology Ethics and Modern practices in Research: Ethical Issues in Research – Plagiarism, Role of Computer in Research, Application of Statistical software- Introduction to SPSS
2	Formulation of the Research Problem, Development of the Research Hypotheses, Research Design & Sampling	Research Problem: Defining the Research Problem, Techniques involved in Defining Research Problem Review of Literature Hypotheses: Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis Research Design: Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design Sampling: Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling: Probability & Non-probability, Sampling Errors
3	Data Collection, Measurement & Scaling, Processing of Data: Sources of Data Collection:	Primary Data: Methods of Data Collection, Merits & Demerits Secondary Data: Internal & External Sources of Data Collection Factors influencing choice of method of data collection Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire ,Schedule Measurement & Scaling: Meaning & Types of Measurement Scale, Classification of Scales Processing of Data: Editing, Coding, Classification & Tabulation. Analysis & Interpretation of Data: Types of Analysis, Univariate, Bivariate and Multivariate Analysis of Data
4	Research Report and Mode of Citation & Bibliography:	Research Report: Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citing, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries
5	Industrial Economic Environment	5.1 Industry: Meaning and Classification 5.2 Economic Environment : Meaning and Definitions 5.3 Importance of Economic Environment 5.4 Factors Affecting Economic Environment 5.5 Role of Economic Environment in Industrial Development

6	Industrial Growth and Pattern in Indian Economy	6.1 Role of Industries in Economic Development of India 6.2 Industrial Growth Pattern Since 8 th Plan 6.3 Public Sector industries –Role, Problems and Present Situation 6.4 Small Scale and Cottage Industries – Meaning, Role and Problems 6.5 Multinational Corporations and Indian Economy Progress and Problems 6.6 Industrial Imbalance: Causes and Measures
7	Industrial Policy and Issues	7.1. Meaning of Industrial Policy 7.2 Brief Outline of Industrial Policies : 1948, 1956, MRTP Act 1969, 1980 7.3 Industrial Policy of 1991 – Features and Impact 7.4 Special Economic Zone- Progress and Problems 7.5 Liberalization, Privatization and Globalization – Meaning, and Nature 7.6 Liberalization, Privatization and Globalization: Arguments for and Against 7.7 Impact of Globalization on Indian Industry
8	Major Industries in India	8.1 Importance of Major Industries in India 8.2 Iron and Steel Industry: Progress and Problems 8.3 Cotton Textile Industry : Progress and Problems 8.4 Sugar Industry : Progress and Problems 8.5 Cement Industry : Progress and Problems 8.6 Service Industry: Information Technology Industry and Tourism Industry –Progress and Problems