

B.Tech III Year I Semester

JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA

19AHS17-RESEARCH METHODOLOGY

(Common to EEE, ECE & CSE)

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Course Objectives:

- Students should understand a general definition of research design.
- Students should be able to identify the overall process of designing a research study from its inception to its report.

UNIT – 1:

Meaning of Research — Objectives of Research — Types of Research — Research Approaches — Guidelines for Selecting and Defining a Research Problem — research Design — Concepts related to Research Design — Basic Principles of Experimental Design.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of research and its process. L1
- Explain various types of research. L2

UNIT – II:

Sampling Design — steps in Sampling Design — Characteristics of a Good Sample Design — Random Sampling Design. Measurement and Scaling Techniques—Errors in Measurement — Tests of Sound Measurement — Scaling and Scale Construction Techniques — Time Seri. Analysis — Interpolation and Extrapolation. Data Collection Methods — Primary Data — Secondary data — Questionnaire Survey and Interviews.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of sampling and sampling design. L1
- Explain various techniques in measurement and scaling. L2

UNIT – III:

Correlation and Regression Analysis — Method of Least Squares — Regression on Correlation — Correlation on Determination — Types of Correlations and Their Applications.

Learning Outcomes:

At the end of this unit, the student will be able to

- Know the association of two variables. L1
- Understand the importance of correlation and regression. L2

UNIT – IV:

Statistical Inference: Tests of Hypothesis — Hypothesis Testing Procedure — Sampling Theory — Sampling Distribution — Chi-square Test — Multi-variate Analysis.

Learning Outcomes:

At the end of this unit, the student will be able to

- Know the statistical inference. L1
- Understand the hypothesis testing procedure. L2

UNIT – V:

Report Writing and Professional Ethics: Interpretation of Data — Report Writing — Layout of a Research Paper — Techniques of Interpretation- Making Scientific Presentations in Conferences and Seminars — Professional Ethics in Research.

Learning Outcomes:

At the end of this unit, the student will be able to

- Learn about report writing. L1
- Understand how to write research paper. L2

Text Books:

1. C.R.Kothari, "Research Methodology: Methods and Techniques", 2nd edition, New Age International Publishers.
2. A Step by Step Guide for Beginners, "Research Methodology":Ranjit Kumar, Sage Publications.

Reference Books:

1. P.Narayana Reddy and G.V.R.K.Acharyulu, "Research Methodology and Statistical Tools", 1st Edition, Excel Books, New Delhi.
2. Donald R. "Business Research Methods", Cooper & Pamela S Schindler, 9th edition.
3. S C Gupta, "Fundamentals of Statistics", 7th edition Himalaya Publications.
4. Dr. P.Satyanarayana, "a Companion to Literary Research", 1st edition 2020, HSRA publications.

Course Outcomes:

At the end of this Course the student will be able to

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. L1
- Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. L2
- Have basic knowledge on qualitative research techniques. L3
- Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. L4
- Have basic awareness of data analysis-and hypothesis testing procedures. L5