

ATLAS SKILLTECH UNIVERSITY

ACADEMIC YEAR 2022-23

Ph.D., Course work Curriculum structure

PHD2201	Research Methodology
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Course Code: PHD2201

Total Credits: 4

Total Marks: 100

Internal Weightage: 60%

External Weightage: 40%

Course Objective

Research Methodology is an introduction to research methods emphasizing the theoretical aspects and its practical application, that constitutes research methodology and forms the basis of research process both in qualitative and quantitative research. The objective of the course is to familiarize the students to the basics of research and the research process, enabling them to conduct the research work by applying appropriate tools to solve the real-life issues. The course is designed to be more practical and experiential.

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Summary box

Name of the programme, excel - serial number name of the school, name of the programme, course, course code course name, - represent all proof same sequence of summary

The course outcomes:

- Develop an understanding of key research concepts, research ethics and the research process.
- Critically analysing research methodologies identified in existing literature.
- To propose and distinguish appropriate research designs and methodologies to apply to a specific research project.
- Creating a comprehensive research methodology for a research question.
- Apply the understanding of feasibility and practicality of research methodology for a proposed project.

Detailed Curriculum

Module No.	Module	Topics	Duration in hours	Reading
1.	Introduction to Research	What is research Types of research Exploratory research Conclusive research The process of research The management dilemma Defining the research problem Formulating the research hypothesis Developing research proposal Research design formulation Sampling design Planning and collecting the data for research Data refining and preparation for analysis Data analysis and interpretation of findings	3	

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		The research reports Features of a good research study		
	Home task: Identification of research topic			
2.	Formulating and clarifying the research topic	Identifying a topic Attributes of a good research topic Generating and refining research ideas Turning research ideas into research projects Writing your research proposal	2	
	Assignment: Writing a proposal and presentation			
3.	Reviewing the literature	Introduction to Literature review The critical review Literature sources available Planning your literature search strategy Conducting your literature search Obtaining and evaluating the literature Recording the literature Identifying the research gaps Formulating research objectives Plagiarism Referencing, footnoting and citations	3	

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	Assignment: Read research papers in your respective topics and do a critical review. Identify the gaps and formulate the research questions and objectives		
4.	Understanding research philosophies and approaches	Introduction to research philosophies Understanding your research philosophy: why research philosophy is important Understanding different research approaches	2
5.	Research Design: Exploratory and Descriptive	The nature of research design Formulation of the research design: process Classification of research designs Exploratory research design Secondary resource analysis 2-tiered research design Descriptive research design	3
6.	Experimental Research Designs	What is an experiment Causality Necessary conditions for making causal inferences Concepts used in experiments Validity in experimentation Definition of symbols Factors affecting internal validity of the experiment Factors affecting external validity Methods of control extraneous variables Environments of conducting experiments A classification of experimental design <ul style="list-style-type: none"> - Pre experimental designs - Quasi experimental design 	4

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		<ul style="list-style-type: none"> - True experimental designs - Statistical designs 		
		Assignment: Drafting research plan		
7.	Research Ethics	Introduction to ethics Issues associated with gaining access Strategies to gain access Research ethics and why you should act ethically Ethical issues at specific stages of the research process	2	
8.	Secondary Data Collection Methods	Classification of data research Applications of secondary data Benefits and drawbacks of secondary data Evaluation of secondary data - research authentication Methodology check Accuracy check Topical check Cost benefit analysis Classification of secondary data -Internal sources of data -External data sources	3	
		Submission of first draft of literature review		
9.	Qualitative methods of data collection	Distinguishing qualitative from quantitative data methods Premise for using qualitative research methods Method of qualitative research <ul style="list-style-type: none"> - Observation method - Content analysis - Focus group method - Personal interview method - Projective techniques 	3	

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10.	Attitude measurement and scaling	Types of measurement scale Attitude classification of scales Single item versus multiple item scale Comparative versus non comparative scales Comparative scales Non comparative scales Measurement error Criteria for good measurement	3	
11.	Questionnaire Designing	An overview of questionnaire techniques Deciding what data needs to be collected Designing the questionnaire Criteria For Questionnaire Designing Types Of Questionnaires Questionnaire Design Procedure Determining The Types of Questions Open Ended Questions Close Ended Questions Questionnaire Structure Physical Characteristics of Questionnaire Pilot Testing of The Questionnaire Administering the questionnaire	3	
12.	Sampling	Sampling concepts Sample versus census Sampling versus non sampling errors Sampling design Probability sampling design Nonprobability sampling designs Determination of sample size Sample size for estimating population mean	3	

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	Assignment: Collect primary data based on the research design you have created			
13.	Analysing quantitative data	Preparing, Inputting and checking data Exploring and presenting data Describing data using statistics Examining relationships, differences and trends using statistics	5	
14.	Analysing qualitative data	Differences between qualitative and quantitative data preparing your data for analysis approaches to qualitative data analysis types of qualitative analysis processes analytical aids deductively based analytical procedures inductively based analytical procedures	4	
	Assignment: Analysis of data			
15.	Writing and presentation of Thesis	Getting started with writing Structuring your thesis Organising the thesis content Developing an appropriate writing style Meeting the assessment criteria Defending and presenting the thesis	2	
	Submit a final report			
Total number of hours			45	

Assessment

Details of Assessment	Marks	Weightage
Capstone (Applied: in concurrence of SOP)	100	40 (Verbal/Viva voce) +30(On-board ability) +30(Report and Presentation)

Textbooks and Reference books

Research scholars will be expected to have read the core materials assigned for each session, and to constructively participate in class discussions.

1. Chawla, D and Sondhi, N., 2018. Research Methodology: Concepts and Cases. 2nd edition, Vikas publishing house pvt ltd.
2. Saunders, M., Lewis, P and Thornhill, A., 2019, Research Methods in Business students. 5th Edition , Pearson.
3. Kothari, C.R. and Garg, G., 2020. Research Methodology methods and techniques. 4th Edition, New Age International (P) Ltd.
4. Thomas, C.G., 2021. Research methodology and scientific writing. Springer publications.
5. Malhotra, N., Nunan, D., Birks, D., 2017. Marketing Research. 5th Ed. Trans-Atlantic Publications, Inc.

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Research Ethics

1. **Participant Consent in Design Studies:** Understanding how to obtain informed consent from participants in design research, including the use of consent forms and ensuring participants understand the purpose and risks of the study.
2. **Confidentiality and Anonymity in Design Research:** Ensuring that participants' identities and personal information are protected in design research studies, and that any sensitive information is kept confidential.
3. **Design Integrity and Avoiding Plagiarism:** Understanding the importance of maintaining the integrity of design work, including proper attribution and avoiding plagiarism in design research and practice.
4. **Respecting Cultural and Social Contexts:** Recognizing and respecting cultural and social differences when conducting design research and ensuring that research is sensitive to the needs and perspectives of diverse populations.
5. **Ethical Use of Design Methods:** Ensuring that design methods used in research are ethical and respectful of participants, and that any potential risks or harms are minimized.
6. **Transparent Reporting of Design Research:** Understanding the importance of transparent and honest reporting of design research methods, findings, and limitations.
7. **Collaboration and Authorship in Design Research:** Understanding ethical standards for collaboration and authorship in design research, including giving credit to all contributors and avoiding conflicts of interest.
8. **Impact on Stakeholders:** Considering the potential impact of design research on stakeholders, including communities, organizations, and individuals, and ensuring that research is conducted ethically and responsibly.
9. **Professional Codes of Conduct:** Familiarizing with and adhering to professional codes of conduct in design, such as those established by professional organizations or institutions.
10. **Ethical Considerations in Design Practice:** Understanding how ethical principles apply to design practice, including issues related to sustainability, social responsibility, and the impact of design on society.

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