



# ANDHRA LOYOLA COLLEGE

AUTONOMOUS :: VIJAYAWADA - 520 008

Established : 1954

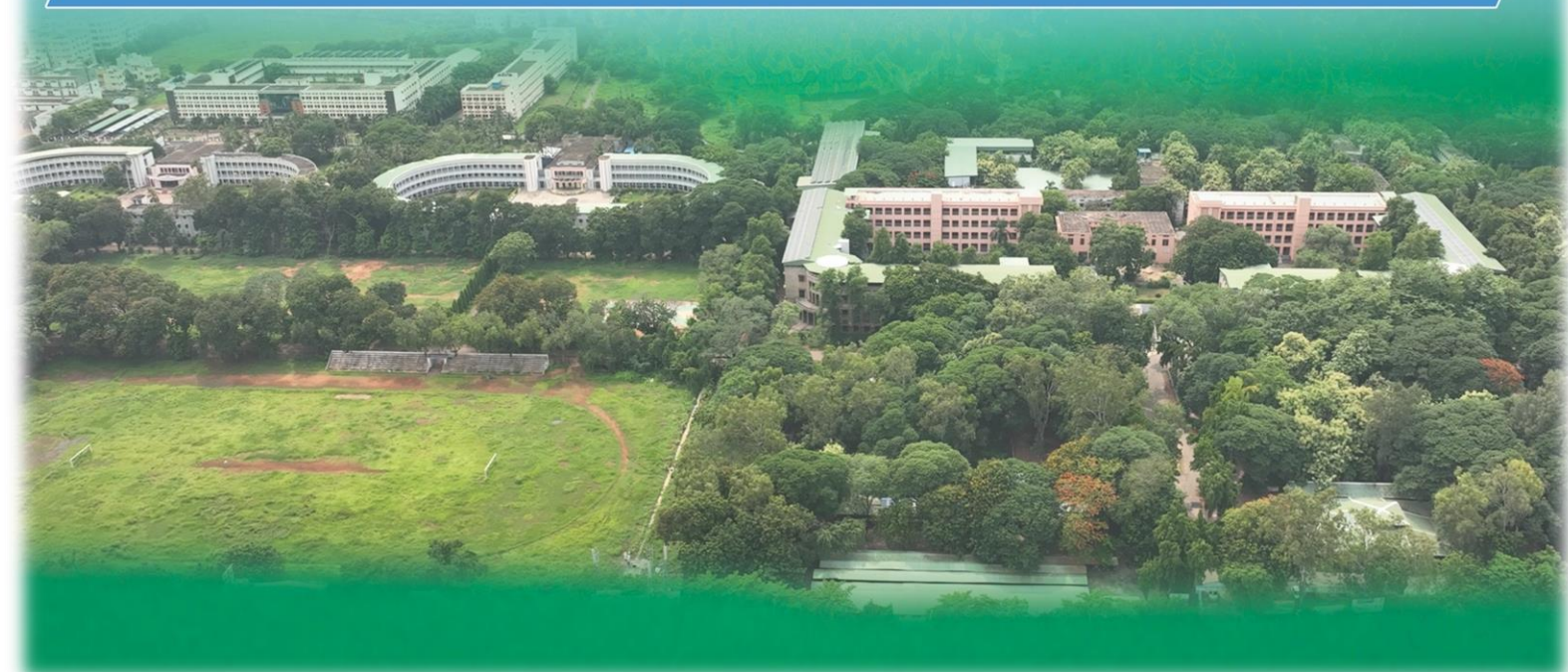
A CHRISTIAN MINORITY COLLEGE WITH CONSTITUTIONALLY PROVIDED RIGHT OF ADMISSION  
(AN ISO 14001 : 2015 INSTITUTION)

THE ONLY COLLEGE IN BOTH THE TELUGU STATES TO HAVE BEEN RANKED AMONG  
THE TOP 150 COLLEGES BY NIRF SINCE THE INCEPTION OF THE RANKING IN 2017

SELECTED UNDER THE STAR COLLEGE SCHEME OF DBT AND FIST PROGRAMME OF DST, GOVT.OF INDIA  
SELECTED FOR ENHANCEMENT OF QUALITY AND EXCELLENCE UNDER RUSA BY MHRD, GOVT.OF INDIA

3.4.1: 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



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**Ans: Only (1), (2) and (4) are applicable**

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### **CONTENTS:**

1. Inclusion of Research Ethics in the Research Methodology Course Work
2. Presence of Institutional Ethics Committee
3. Plagiarism check through software
4. Research Advisory Committee

## **1. Inclusion of Research Ethics in the Research Methodology Course Work**

**Curriculum which includes Research Ethics in 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.



**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:**

- .learn the basic concepts of research and formulate research problems and process.
- 1. develop an awareness of research design and data collection methods.
- 2. generate and understand of sampling design and techniques.
- 3. know how to analyse and interpret the data.
- 4. 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, PamelaS.Schindler: Business Research Methods, 8/e, TMH,2009.

Gaur: Statistical Methods for Practice and Research, Sage Publication2009.

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

Bajpai: Business Statistics,Pearson,2009

DipakKumar.Bhattacharya: Research Methodology,Excel Books,2009

Research Methodology-Kothari

**WEB REFERENCES:**

<https://subjectquery.com/what-is-research/>

<https://www.jotform.com/data-collection-method>

<https://www.qualtrics.com/experience-management/research/sampling-errors/>

<https://microbenotes.com/anova/>

<https://www.formpl.us/blog/research-report>

<https://www.geektonight.com/business-research-methods-pdf/>

  
PRINCIPAL  
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# Andhra Loyola College (Autonomous)

VIJAYAWADA-520 008.

Accredited in III Cycle at A\* Grade with a CGPA of 3.66 / 4.00

Web: [www.andhraloyolacollege.ac.in](http://www.andhraloyolacollege.ac.in) e-mail: [contactalc@gmail.com](mailto:contactalc@gmail.com)

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

## 2. Presence of Institutional Ethics Committee

### **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

  
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Dr.P.V.S Sairam	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

  
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### 3. Plagiarism check through software

No plagiarism software is purchased

  
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## 4. Research Advisory Committee

### **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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Dr.G.Sahaya Baskaran	Dept. of Physics
Dr.T.Srikumar	Dept. of Physics
Dr.M.C.Rao	Dept. of Physics
Dr.Ch.Srinivasa Rao	Dept. of Physics
Dr. G.V.Ramana	Dept. of Chemistry
Dr.K.Rayapa Reddy	Dept. of Chemistry
Dr.B.Siva Kumari	Dept. of Botany
Dr.M.Srinivasa Reddy	Dept. of History

  
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