

Course Title	Research Methodology
Course Code	RM101
Course Credit	Lecture : 03
	Practical : 00
	Tutorial : 00
	Total : 03

Course Objective

The objective of the course is to:
 Communication and Research are essential skills for success in professional career. The major objective of this course is to develop skills in communication and research. For the technocrats it is very important to have proper communication skills in representing their problems and ideas in a simple language, and reporting their research work. Apart from that, on several occasions they require skills in technical writing also. Therefore, the objective of the course is to acquaint the students with the basic concepts and techniques of communication that are useful in developing the skills of communicating effectively, and also for giving basic ideas of research methods and their reporting.

Detailed Syllabus

Sr. No.	Name of chapter & Details	Hours Allotted
Section – I		
1	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal and Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers	7
2	Nonverbal communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes; the Cross Cultural Dimensions of Business Communication; Listening and Speaking, techniques of eliciting response, probing questions, Observation. Business and social etiquettes; Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play, Group Discussion and Interviews, Meetings: Ways and Means of conducting meetings effectively, Mock Meetings and Interviews	7
3	Reading and language skills The reading process, purpose, different kinds of texts, reference material, scientific and technical texts, active and passive reading, strategies - vocabulary skills, eye reading and visual perception, prediction techniques, scanning skills, distinguishing facts and opinions, drawing inferences and conclusions, comprehension of technical material – scientific and technical texts, instructions and technical	7

	manuals, graphic information. Forms of Communication in Written mode: Basics Body language of Business Letters and Memos, Tone of writing, enquiries, orders and replying to them, sales Letters, Job applications and resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing	
4	Referencing and Writing skills: Business letters: Enquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints, Claims and adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Biodata, Covering Letter, Interview Letters, Letter of Reference, Memos, minutes, Circulars & notices Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.	7
Section – II		
5	Introduction to Research and Research Design Nature and scope of research, patenting, information based decision making and source of knowledge. The research process; basic approaches and terminologies used in research. Defining research question and framing of hypotheses, Preparing a research plan, qualitative and quantitative research designs, Experimentation, Observational studies, Exploring secondary data.	7
6	Measurement and Scaling, Data Source and Data Collection Field research; primary data collection from observations, surveys and experimentation. Measurement and scaling; commonly used scales in reliability and validity of scales. Designing instrument for data collection; testing the instrument, data collection process, Sampling methods and procedures and sample size decisions.	7
7	Data Analysis and Presentation Editing and coding of data, tabulation, graphic presentation of data, cross tabulation, Testing of hypotheses; type I and II errors, one tailed and two tailed tests of significance, Parametric and nonparametric tests for Univariate and Bivariate data. Tests of association; simple linear regression and other nonparametric tests.	7
8	Technical Writing Technical Proposal writing: Definition, Purpose, types, characteristics, Elements of structure, style and appearance, evaluation, exercises, Research report writing, Proposal writing, referencing, forms of reports, bibliography, etc. Research paper, Dissertation, and Thesis, Instruction Manuals, Type of instructions, Writing Instructions, Technical Descriptions, Process descriptions, Guidelines for Writing Good Descriptions	7

Instructional Method and Pedagogy:

- Lectures will be conducted with the aid of multi-media projector, black board, Transperencies etc.
- Assignments and Exercise will be given to the students for each unit/topic and will be evaluated at regular interval.
- Surprise tests/Quizzes/Seminar/Tutorials will be conducted.

Reference Books/Text book:

1. Lesikar, R. V. & Flatley Basic Business Communication Skills for Empowering the Internet Generation. Tata McGrawHill 2005 or Latest
2. Meenakshi Raman, Sangeeta Sharma Technical Communications Oxford Latest Edition
3. D. K. Bhattacharyya Research Methodology Excel Books 2nd Edition