



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College

of Science, Humanities & Commerce
Autonomous College - Affiliated to Osmania University
Accredited with 'A' grade by NAAC
Sainikpuri, Secunderabad - 500094



NAAC RE-ACCREDITATION - 2ND CYCLE

**Criterion III: -
Research,
Innovations and
Extension**

**3.4.1
Research
Methodology
Syllabus**

Submitted to

National Assessment and Accreditation Council

Paper-VIII: BI 452P: Research Project(3 Credits: 75 Marks)

Objectives:

- To be familiar with literature survey, computer skills and basic knowledge of biostatistics.
- To carry out experiments independently to achieve planned objectives.
- To compile and analyse the data.
- To present the project work in the form of dissertation.

1. This paper would focus on the project work / dissertation to be carried out by the students in the supervision of the teachers in the college.
2. The topic of the project would be selected by each student in consultation with the teacher.
3. Student would retrieve the literature and collate the information sufficient to prepare the base for initiating the project work.
4. The student would carry out experiments independently to achieve the planned objectives and compile the data.
5. The compiled data would be presented in the form of results and submit the work in the form of a dissertation or project report.
6. The grading would be based on continuous evaluation that would include punctuality, hard work, record keeping, intellectual inputs, data presentation, interpretation etc.

Outcomes:

Students will be able to critically review & understand the specific topic from research papers. They will be able to prepare research protocols to conduct experimental studies and execute them. They will be able to analyse experimental results and generate hypothesis. They demonstrate independent, critical thinking, working ability and improve presentation skills.



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Sainikpuri, Secunderabad-500 094

Department of Microbiology, Osmania University
Ph.D. Course Work
(With effective from 2018-2019)

Paper I - General Microbiology

UNIT I – General Microbiology and Microbial Physiology

History of Microbiology. Contributions of Scientists. Types, application and importance of microscopy. Structure of microbial cells. Methods of sterilization: Physical methods – chemical methods and their application. Pure culture techniques. Preservation methods and Maintenance of Microbial cultures. Microbiological media and cultivation of microorganisms. Microbial identification methods. Principles of bacterial taxonomy and classification. Microbial growth curve. Measurement of Growth. Synchronous cultures – methods of synchronous culturing. Continuous culturing methods, factors effecting growth. Phenomenon of bacterial sporulation.

UNIT II – Cell and Molecular Biology, Virology

DNA structure and replication. Transcription and translation. Concept of ribozyme. Genetic code and Wobble hypothesis, Gene regulation. Cloning and expression vectors. Construction and screening of genomic and cDNA libraries. Types of mutagens, molecular basis and analysis of mutations, site directed mutagenesis. DNA damage and repair mechanisms. Recombination in bacteria by Transformation, Conjugation, Transduction. Transposable elements. Cell cycle and programmed cell death. Signal transduction, protein folding & roles of Molecular chaperones. Structure of viruses. Cultivation of viruses. Structure, genetics and Replication of Bacteriophages (Lytic and Lysogenic cycle), Plant Virus (TMV) and Animal virus (e.g. Influenza virus and Adeno virus). Viral Interference and Interferons.

UNIT III – Biochemistry and Techniques

pH and its biological relevance. Redox potentials, Electron transport, oxidative phosphorylation. Microbial respiration and fermentation. Classification, chemical structure of important carbohydrates. Properties of amino acids, structure, confirmation and properties of proteins, biosynthesis and degradation of amino acids. Enzymes – nomenclature, classification, methods for determination of enzyme activity. Enzyme kinetics – Michelis-Menten kinetics. Optical methods – colourimetry and spectrophotometry, fluorimetry, optical rotation, circular dichroism, NMR, ESR spectroscopy, X-ray diffraction, types of mass spectrometry. Chromatographic techniques, diffusion, dialysis, cell disruption methods, centrifugation techniques, Radio isotopes-detection and measurement.

UNIT IV-Immunology and Research Methodology

Components of immune system, Clonal selection theory. Antigen and antibody structure. Major Histocompatibility Complex (MHC). Antigen and antibody reactions. Immune response to infectious diseases. Hybridoma technology. Hypersensitivity, Tumor immunology, Immunological tolerance and immuno-suppression. Immune deficiency diseases. Immunotherapy of infectious diseases: Immunization.

Biometry: Variations and frequency distributions measures of central tendency and dispersion, element of probability, correlation and linear regression. Normal curve test, 't' test, 'F' test, ANOVA, Chi-square test and confidence intervals. Experimental designs using statistical tools.

Computers: Disk operating systems (DOS). Windows: Manuscript preparation, Research ethics.

M.Sc. (Previous) Microbiology I Semester (CBCS)
Paper III MB Research Methodology & Techniques (Core) (CBCS)
(4 HPW-4 Credits)

Objectives:

1. Present principles of Optical and Electrophoretic techniques.
2. Outline various Separation and radioactive methods.
3. Illustrate the techniques in descriptive statistics to study samples.
4. Demonstrate tests of inference, confidence intervals and scientific writing.

Unit I

Optical methods: colourimetry and spectrophotometry, fluorimetry, optical rotation, Circular dichroism, NMR, ESR spectroscopy, x-ray diffraction, types of mass spectrometry. Electrophoretic techniques and application, counter current distribution.

Unit II

Separation methods: Chromatographic techniques – HPLC, FPLC paper, thin layer, ion exchange gel filtration and affinity chromatography.

Diffusion, dialysis, cell disruption methods, centrifugation techniques, cell free extracts and the use in metabolic studies.

Radio isotopes – detection and measurement of radioactivity – scintillation counters, autoradiography, stable isotopes and their use. Safety precautions. General method of study of intermediary metabolism in microbes. Uses of mutants in study of metabolism.

Unit III

Population, samples and sampling procedures, variables, variations and frequency distributions, measures of central tendency and dispersion, element of probability, gaussian or normal distribution, binomial distribution, poisson distribution, 't' distribution, 'F' distribution and Chi-square distribution, correlation and linear regression.

Normal curve test, 't' test, 'F' test, ANOVA, analysis of covariance, Chi-square test, and confidence intervals. DMRT and its use in biological experiments. Experimental designs using statistical tools.

Unit IV

Introduction to Computers

Introduction to disk operating systems (DOS): Sample commands, DIR-CD-RD-DEL-COPY-MOVE-REN-TYPE-EDIT (Editor) CE-DATE and TIME.

Introduction to Windows: Word Processing: Electronic Spread Sheet

Data collection, Data representation, Manuscript preparation, Plagiarism, Research ethics, QA, QC, GLP, GMP, Patents & IPR



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Department of Biochemistry

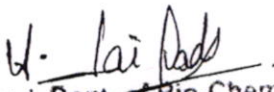
PROGRAM NAME: M.Sc BIOCHEMISTRY (w.e.f 2020-21)

COURSE NAME: PROJECT COURSE WORK

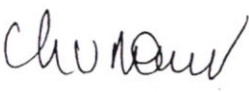
PAPER CODE: BI353P
YEAR/SEMESTER: II/III

PPW : 4
NO.OF CREDITS: 2

1. Students will be asked their choice for Project work at the beginning of III semester and topic and mentor selection will be completed.
2. Number of students who will be offered project work will vary batch to batch depending upon the infrastructural facilities and may vary each year (Not exceeding 4 students per group).
3. Exploring various websites and search engines for collecting quality literature related to project work.
4. Practical knowledge of MS Word to type script, insert tables, figures and graphs to prepare project thesis.
5. Practical knowledge of MS Excel to construct spread sheets from the experimental data, preparation of graphs, histograms, charts and diagrams.
6. Practical knowledge of MS power point to prepare presentation of research topic and scientific posters.
7. Preparing different kinds of scientific documents-research paper, review paper and project reports.
8. Writing a review of literature related to the chosen research problem followed by presentation of data.
9. Awareness on research ethics and plagiarism.


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Department of Bio-Chemistry
University College of Science
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DEPARTMENT OF COMMERCE
B.COM (HONOURS- CBCS) COURSE w.e.f. 2016-17

RESEARCH METHODOLOGY

PAPER CODE: BCH553
YEAR/SEMESTER: III/V

PPW: 5
NO. OF CREDITS: 5

Course Objective: This paper aims to Stimulate Research among the young learners

UNIT- WISE COURSE OBJECTIVES

- COb1:** Aims at introducing the basics of research to the learners.
- COb2:** Pupil are to comprehend and learn the Research Design and its content.
- COb3:** Mentees are expected to learn the Measurement level and Scaling techniques and also the Sampling Considerations.
- COb4:** Registrants will be learning the testing of Hypothesis and draw inferences using t – test and F- test from the samples used.
- COb5:** To draw the inferences of the population from the sampleusing CHI–SQUARE test and ANOVA and provide guidance to prepare the research report.

UNIT-I: INTRODUCTION:

- Research: Objectives - Relevance - Classification - Process and Steps involved.
- Formulation of the Research Problem - Steps involved in the selection.

UNIT-II: RESEARCH DESIGN:

Introduction –Contents of Research design - Concepts relating to RD- Classification - Criteria of a Good Research Design.

UNIT-III: LEVELS OF MEASUREMENT & SCALING:

Introduction - Measurement Levels/Scales - Scaling Techniques.
Sampling Considerations – Concepts, uses of sampling in real life, Sampling Vs Non sampling errors – Sampling Design (Probability and Non Probability Sampling Design)

UNIT-IV: TESTING OF HYPOTHESIS -I

Hypothesis: Meaning - Types – Characteristics.
Hypothesis Testing: Procedure – Steps-T- Test - F- Test.

UNIT-V: TESTING OF HYPOTHESIS –II AND RESEARCH REPORT WRITING

Testing of hypothesis: Chi-Square Test, Anova (One Way Anova, Two Way Anova)
Report Writing: Types of Reports - Methods of Research Report Writing - Tables and Charts - Bibliography and Index - Diagrammatic Presentation

SUGGESTED READINGS:

1. Research Methodology: Deepak Chawla & Neena Sondhi: Vikas Publications
2. Research Methodology: Himalaya Publications.
3. Methodology of Research in Social Sciences: Krishna Swamy,
4. Research Methodology: Kothari & Garg, New Age Publication
5. Research Methodology: Paneerselvam R, PHI
6. Research Methodology: Dr Vijay Upagade & Dr Arvind Shende, S. Chand Publications
7. Research Methodology: Ranjit Kumar, Pearson Publication

Prof V UshaKiran,
OU Nominee BOS,
Department of Commerce, Osmania University

K. Sreelatha Reddy
Dr. K. Sreelatha Reddy,
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B.COM (HONOURS- CBCS) COURSE w.e.f. 2016-17

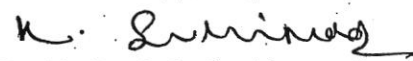
8. Reading in Research Methodology in Commerce & Business Management: Achalapathi KV
9. Research Methodology: Sashi.K Gupta, PraneethRangi, Kalyani Publishers.

COURSE OUTCOMES:

At the end of the course, the students will be able to

- BCH553 CO1:** Familiarize with the research terminology and make them catch up the different types of research studies that they can conduct in their future endeavours.
- BCH553 CO2:** To accustom different methods of sampling and research designs which will enable them to construct a suitable research design for the project.
- BCH553 CO3:** Registrantsto construct an appropriate questionnaire and establish a research hypothesis accordingly.
- BCH553 CO4:** Will equip learners to do data analysis as per their data requirements, by which they will be able to draw inferences
- BCH553 CO5:** To know and apply the technology in the field of research and also prepare the project report as per the present day requirements.


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Bachelor of Business Administration
Research Methodology
BBA583

Year III

Semester V

PPW: 4

Objective:

The course aims to make students understand the basics and technicalities involved in Research designs and research methodology.

Unit I: Research Methodology: Meaning - Importance - Types of Research, Research process, Defining research problems and Objectives, Formation of hypothesis, Research designs: Exploratory, Conclusive, Descriptive, Causal, Cross-sectional and longitudinal/ Panels, types of experimental designs.

Unit II: Data types - Methods and Techniques of data collection (Field Study, Laboratory Study, Survey Method, Observational Method, Focus group method, Behavioral data method, Experimental method), Contact methods(mail, telephone, personal, online), Research instruments(Questionnaire, Schedule, Mechanical instruments), Census and Sample - Importance, Sampling: Steps, Methods, Sample size.

Unit III: Measurement and Scaling techniques: levels of measurement-Nominal, Ordinal, Interval, Ratio scales and types of Measurement Scales Rating, Ranking, Likert and Semantic Differential scales, Validity and Reliability of a scale.

Unit IV: Data Analysis and Interpretation: Hypothesis formulation and testing - Chi Square Test and ANOVA, McNemar test, Wilcoxon Matched pairs test, Mann-Whitney test, Kruskal-Wallis tests.

Unit V: Writing and formatting of reports - Presenting research reports - Text, tables and graphs/charts - Precautions in writing a report - Steps in writing a good report - Structure of a good report - Plagiarism.

Outcome:

The course will equip students with the knowledge to conduct research, analyze data and make inferences effectively.

Suggested Readings:

1. O R Krishnaswami and M Ranganatham, Methodology of Research in Social Sciences, HPH, 2011 Ed.

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Department of Management Studies

PROGRAM NAME: MBA (w.e.f 2019-20)

COURSE NAME: MARKETING RESEARCH

PAPER CODE: MBA 203

YEAR/SEMESTER: I/II

PPW: 4
NO. OF CREDITS: 4

COURSE OBJECTIVE: To impart knowledge on the fundamental concepts of research methodology, data analysis and report writing.

UNIT-WISE COURSE OBJECTIVES:

COb1 To impart knowledge on the objectives and types of research and research designs and the steps to be followed in a marketing research process.

COb2 To impart knowledge on different methods of data collection, sampling and measurement scales.

COb3 To impart knowledge on various types of parametric and non-parametric tests such as Anova, chi square, Mc Nemar, Wilcoxon matched pairs test, Mann Whitney U test and Kruskal Wallis test and their application in testing hypotheses.

COb4 To impart knowledge on various types of multi-variate analytical tools such as factor analysis, cluster analysis, discriminant analysis, conjoint analysis, multi-dimensional scaling and multiple regression analysis..

COb5 To impart knowledge on the types of reports and mechanics of writing a good research report.

Unit - I: Meaning and importance of Research:

Meaning of Research, Arbitrary method, scientific method, Objectives and characteristics of Research, Types of Research: Pure, applied, Exploratory Research, Descriptive, Diagnostic, Evaluation study, Action research, historical research, surveys, Marketing Information System (MIS), Marketing Research Process, Research design and types: Exploratory, Conclusive and Experimental designs.

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Department of Business Management

K. Chandrika

Ch. Chandra Sekhara
CHAIRPERSON
BOB in M. Management Studies
Bhavan's Vivekananda College
Srinivasa

Unit - II: Sampling design, Measurement and Scaling

Census and sample survey, Decisions in sampling design, Different types of sampling methods, Methods of data collection-Primary and Secondary, Tools and Techniques of data collection, Design of a questionnaire. Measurement and scaling - Concept of measurement and scaling - Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Attitude scales: Thurstone's, Likert's, Guttman's, Semantic differential scales, Reliability and Validity of a scale.

Unit - III: Parametric and Non-Parametric Tests

Introduction to parametric and non-parametric tests-characteristics, Chi square, ANOVA (One-way and Two-way), McNemar test, Wilcoxon Matched pairs test, Mann-Whitney test, Kruskal -Wallis tests.

Unit - IV: Multi-Variate analysis:

Structural and Functional methods-Steps in Factor analysis, Cluster analysis, Discriminant analysis, Conjoint analysis and Multi Dimensional Scaling. Multiple Regression (Problem solving with two independent variables), data analysis using SPSS.

Unit - V: Research report

Significance of Report writing, Types of Research Reports, Different steps in report writing, Layout of the Research Report, Mechanics/Precautions in writing a good Research Report.


References:

1. Malhotra, K. Naresh: (2009) *Marketing Research- An applied orientation*, 4th Edition, Pearson, UK.
2. Rajendra Nargondkar: (2017) *Marketing Research: Text and Cases*, Tata McGraw Hill, India.
3. O.R. Krishna Swamy: (2008) *Methodology of Research in Social Sciences*, HPH, India.
4. G.C.Beri, (2009) *Business statistics*, 3rd Edition, McGraw Hill Education, India.
5. Green E. Paul, Tull S. Donald & Albaum, Gerald (2006) *Research for Marketing Decisions*, 6th Ed, PHI.
6. Zikmund: (2009) *Essentials of Marketing Research*, CENGAGE Publishers, USA.
7. Martin Callingham: (2009) *Market intelligence*, Kogan Page Publishers, UK.
8. P.N.Arora, S.Arora, Sumeet Arora: (2007), *Comprehensive Statistical Methods*, S.Chand Publishing, India.

Suggested Readings:

9. Alan Bryman and Emma Bell: (2009) *Business Research Methods*, 2nd Ed. Oxford Press., UK.
10. S L Gupta: (2009) *Marketing Research*, Excel Books, New Delhi.
11. Luck and Rubbin: (2004) *Marketing Research*, 4th Ed. PHI.
12. *Journal of Marketing Research* (SAGEJournals), New York, USA.

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M. COM w.e.f. 2019-20 CBCS

SEMESTER-III

Research Methodology and Statistical Analysis

Paper Code: M. Com 301
PPW: 5

Max. Marks: 70+30=100
Credits: 5

Course Objective: *Objective of this course is to develop research orientation among the students and develop analytical skills*

UNIT WISE COURSE OBJECTIVES

COB1: To provide an insight on understanding the quantitative techniques, its importance in decision making and to understand the meaning and importance of research.

COB2: To enable the students to understand the meaning, types, process and presentation of data by using sampling methods and questionnaire.

COB3: To enable the peers understand the meaning of interpretation and report writing to draw the conclusions.

COB4: To enable the students to analyse the concepts of population, sample, procedure for formulation of hypothesis and sampling of attributes.

COB5: To enable the students to understand the concepts of large and small samples and apply appropriate tests for large and small samples.

UNIT-I: INTRODUCTION:

Quantitative Techniques: Meaning, Need and Importance - Classification: Statistical Techniques - Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations. Research: Meaning, Purpose, Characteristics and Types - Process of Research: Formulation of objectives -Formulation of Hypotheses: Types of Hypotheses - Methods of testing Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods - Difficulties in Business research.

UNIT-II: COLLECTION, PRESENTATION & ANALYSIS OF DATA:

Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioural and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas).

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Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques. Processing and Presentation of Data: Editing, coding, classification, and tabulation - Graphic and diagrammatic presentation (Theory only).
Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) - Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).

UNIT-III: INTERPRETATION AND REPORT WRITING:

Interpretation: Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases).
Report Writing: Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report - Documentation: Footnotes and Bibliography - Checklist for the report.

UNIT-IV: STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:

Concepts: Population, sample and sampling distribution - Parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (Theory only). Sampling of Attributes: Estimation and testing of Number and Proportions of Success - Difference between two proportions (including problems).

UNIT-V: SAMPLING OF VARIABLE:

Large Samples: Difference between large and small samples - Estimating population mean - Testing:

Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples. (including problems)

Small Samples: 't' test - Fixing fiducial limits to population mean - Testing: Significance of the mean - Significance of the difference between two independent means - Significance of the difference between two dependent means (including problems).

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SUGGESTED READINGS:

1. Levin et al: Statistics for Management.,
2. Kothari: Research Methodology.,
3. Zikmund: Business Research Methods.,
4. Krishna Swamy: Methodology of Research in Social Sciences.,
5. SC. Gupta: Fundamentals of Statistics.,
6. SP. Gupta: Statistical Methods.,
7. Keller: Statistics for Management & Economics.,
8. Sanchetty & Kapoor: Business Statistics.,
9. Anderson: Statistics for Business and Economics, Achalapathi K V: Reading in Research Methodology in Commerce & Business Management.

COURSE OUTCOMES

At the end of the course, the students will be able to:

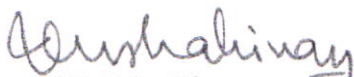
M.Com 301 CO1: to understand the concepts and importance of quantitative techniques in the field of business research and also deals with learning various terminology related to research and different types. It enables them to formulate the research objectives and hypothesis.

M.Com 301 CO2: to construct questionnaires for collecting the primary data and taught to extract the data from secondary sources. Further it helps in data analysis.

M.Com 301 CO3: to compare the difference between various types of reports and are exposed to enhance their writing skills by preparing the research report.

M.Com 301 CO4: Apply knowledge for formulating hypothesis and testing it.

M.Com 301 CO5: Develop the ability to identify the difference between small sample and large sample and apply appropriate tests for problem solving.



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