

**ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN
(Autonomous), NAAC – Reaccredited
O.U. Campus, Hyderabad.
B.COM (CA) III YEAR VI Semester
RESEARCH METHODOLOGY & PROJECT REPORT**

**Hours Per Week: 2T+4R/4
Exam Hours: 1 ½ HRS**

**Credits: 4
Marks: 40U+10I+35R+15VV**

Objective: To introduce the basics of conducting research in social sciences.

UNIT-I: INTRODUCTION, MEASUREMENT AND HYPOTHESIS TESTING:
Meaning of Research-Steps involved- Identification of Problem- Steps involved in the selection of problem- Research Design- Meaning and Types- Measurement Levels/ Scales- Scaling Techniques- Hypothesis- Meaning- Types – Testing Procedure.

UNIT-II: PARAMETRIC AND NON-PARAMETRIC TESTS AND RESEARCH REPORT:

Introduction-t-Test-F-Test-Chi Square Test-Anova (One-Way Anova, Two-Way Anova). concept only Contents of a Research Report.

SUGGESTED READINGS:

1. Research Methodology: Himalaya Publications.
2. Methodology of Research in Social Sciences: Krishna Swamy,
3. Research Methodology: Kothari & Garg, New Age Publication
4. Research Methodology: Paneerselvam R, PHI
5. Research Methodology: Dr Vijay Upagade & Dr Arvind Shende, S. Chand Publications
6. Research Methodology: Ranjit Kumar, Pearson Publication
7. Reading in Research Methodology in Commerce & Business Management: Achalapathi KV,
8. Research Methodology: Sashi. K Gupta, Praneeth Rangi, Kalyani Publishers.
9. Research Methodology: Ms. Tulja Bhavani, SIAPublishers & Distributors Pvt. Ltd.