



BHARATHIAR UNIVERSITY : COIMBATORE-46
M.Phil. / Ph.D. in Corporate Secretaryship
Part-I Syllabus (effective from the academic year 2009-10 onwards)

Paper I : Methods of Research

Unit – I : Meaning Types And Process Of Research :

Meaning - Purpose - types of research - Pure , Allied , Historical , Analytical, Descriptive and Experimental - Significance of research in social sciences .

Unit – 2 : Planning Research :

Research Problem - Identification , Selection and Formulation of research Problem - Review of literature in the field of Corporate Management - Hypothesis - Meaning - Sources of Hypothesis - Formulation and Testing - Research Design - Factors affecting research design - Evaluation of research design.

Sample Design :

Census method and Sampling method for investigation - Advantages and disadvantages of sampling - Principle of Sampling - Essentials of a good sampling - Methods of sampling - Probability and non-probability sampling methods - Selection of a sample - factors affecting the size of the sample - Based sample - sampling and non-sampling errors.

Unit 3 : Sources And Collection Of Data

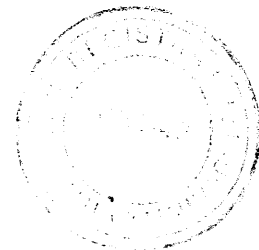
Sources of data - Primary and Secondary data - Models of data collection - Analytical method - case study - observation - survey method - interview - Effective interview techniques - Limitations of interview - Schedule - Its meaning and kinds - Essentials of a good schedule - Procedure for the formulation of a schedule - Questionnaire - Meaning and types - Format of a good Questionnaire - Factors affecting the response to a Questionnaire - Advantages and limitations of schedules and questionnaires - pretesting and its importance.

Unit 4 : Processing And Analysis Of Data :

Meaning - Importance - Process of data analysis - editing - coding - tabulation - diagrams - the process of interpretation - guidelines for making valid interpretation - Sealing techniques - Meaning - Importance - Methods of their Construction.

Unit 5 : Report Writing

Role and types of reports - contents of research report - steps involved in drafting reports - Principles of good report writing - Referencing - criteria for evaluating research reports/research findings.



Books For Reference :

1. John. W.Best. Research in Education.
2. Anderson and Others, Thesis and Assignment writing.
3. Moser and Kaltron. Survey Methods in Social Investigation.
4. Goode and Hart , Methods of Social Research.
5. Wilkinson and Bhandarkar , Methods and Techniques of Social Research.
6. P.V. Young , Scientific Social Survey and Research
7. Kurien , C.T. – A Guide to Research in Economics.
8. ICSSR – Training in Research methodology in social sciences in India.
9. Emory C. William , Business Research methods – (Richard D. Irwin. INC)
10. Kerlinger Fred No. Foundations of Behavioral Sciences (Holt Rinchart and Winston INC).
11. Seltiz Wrightman and Cook , Research Methods in Social Relations (Holt Rinhart and Winston INC).

Guidelines to Question Paper Setter :

1. Total number of question to be asked are Nine Out of which FIVE are to be answered.
2. From each turn at least one question must be selected.

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Paper II : Methods of Research Statistics

UNIT 1 Measures of Relationship :

Correlation - Meaning types , methods of studying correlation - Probable Error - Partial correlation - Multiple Correlation - Regression lines, equations - Standard Error of Estimate - Multiple Regression analysis.

UNIT 2 Estimation Theory and Hypothesis Testing :

Estimation Theory, Hypothesis testing , Standard Error - Errors in Hypothesis testing - Two tailed and one tailed test of hypothesis - Significance tests for small and large samples - 'T' test , 'Z' test , 'F' test and Chi-square test.

UNIT 3 Analysis of Variance :

Meaning - Assumption , techniques - Analysis variance in two way classification.

Unit 4 : Business Forecasting

Unit 5:

Computer - Basics ideas - Basic Components of a Digital Computers , input , output , Secondary Storage; Flow charts; Algorithm - Computer Applications in Social Science and Research.

Research Books :

1. S.P.Gupta. Statistical Methods.
2. D.N. Elhaneem 'Fundamentals of Statistics'
3. B.N. Gupta 'Statistics'(Theory and Practice)
4. Introduction to Computers – N.Subramaniam.
5. Computers Today by Donald H.Sanders.