

GOVT COLLEGE MOKERI

PG DEPARTMENT OF COMMERCE

Exploring Social Science: A comprehensive approach to Research Methodology

Add on course certificate

This is to certify that.....
has participated and secured..... grade in add on certificate programme on **Exploring Social Science: A comprehensive approach to Research Methodology** organised by PG department of Commerce, Government College Mokeri during the period 2022-23.

ANEESH M

Coordinator

MAHESH PB

HOD

ASHARAF KK

Principal

GOVERNMENT COLLEGE MOKERI

P.G DEPARTMENT OF COMMERCE

Mokeri (P.O), Kakkattil (Via) Kozhikode, Kerala, Pin 673 507.

(NAAC Accredited with 'B' Grade)

ADD-ON COURSE 2022-2023

Course Title: Exploring Social Science: A Comprehensive Approach to Research Methodology

Course Code: MCMADC

Duration of the Course: 30 Hrs. (5 Weeks)

Objectives of the Course

This course serves as an add-on to enhance the research skills of students pursuing academic or professional programs. It provides an in-depth understanding of research methodology, equipping students with the necessary tools and techniques to conduct high-quality research. The course emphasizes critical thinking, data analysis, and effective research communication.

Learning Objectives:

By the end of this course, students will be able to:

1. Understand the fundamental concepts and principles of research methodology.
2. Formulate research questions and hypotheses.
3. Design appropriate research methodologies for different research scenarios.
4. Develop effective data collection techniques.
5. Analyze and interpret research data using appropriate statistical methods.
6. Critically evaluate research findings and draw valid conclusions.
7. Demonstrate proficiency in academic writing and research communication.
8. Apply ethical principles in research design and data collection.

Learning Outcomes:

By the end of this course, students will be in a position to:

1. To writeup the fundamental aspects of principles of research methodology.
2. To formulate research questions and hypotheses for their current study.
3. To prepare appropriate research methodologies for different researches.
4. To develop effective data collection techniques for current study.
5. To use statistical tools and techniques for data analysis.
6. To analyse the findings and draw valid conclusions.
7. To uplift the efficiency in academic writing and research communication.
8. To encourage ethical principles in research design and data collection.

OUT-LINE OF THE COURSE

Week 1 (5 Hours): - *Introduction to Research Methodology and Formulating Research Questions and Hypotheses*

Key areas covered

- Definition and scope of research
- Importance of research methodology
- Types of research
- Research process and steps
- Identifying research gaps
- Developing research questions
- Formulating testable hypotheses
- The significance of research objectives

Week 2 (5 Hours): - *Research Design and Data Collection Methods*

Key areas covered

- Experimental and non-experimental designs
- Cross-sectional and longitudinal studies
- Quantitative, qualitative, and mixed-methods research designs
- Sampling techniques and sample size determination
- Primary and secondary data sources
- Surveys, interviews, observations, and case studies
- Questionnaire design and validation
- Data collection tools and techniques

Week 3 (5 Hours): - *Data Analysis and Interpretation and Qualitative Research Methods*

Key areas covered

- Descriptive statistics and inferential statistics
- Statistical tests for hypothesis testing
- Data visualization techniques
- Interpretation of research findings
- Introduction to qualitative research
- Data collection techniques: interviews, focus groups, and observations
- Coding and thematic analysis
- Qualitative data interpretation and reporting

Week 4 (5 Hours): - *Quantitative Research Methods and Research Ethics*

Key areas covered

- Introduction to quantitative research
- Data collection techniques: surveys and experiments
- Statistical analysis using software (e.g., SPSS, Excel)
- Interpreting quantitative data and presenting results
- Ethical considerations in research
- Informed consent and confidentiality
- Data protection and privacy

- Ethical guidelines and institutional review boards

Week 5 (5 Hours): - *Research Communication and Critical Appraisal of Research*

Key areas covered

- Academic writing conventions
- Research report structure and organization
- Citations and referencing styles (e.g., APA, MLA)
- Effective oral presentations and poster design
- Evaluating research articles and sources
- Identifying biases and limitations
- Assessing research validity and reliability
- Synthesizing and integrating research findings

Week 6 (5 Hours): - *Advanced Research Techniques and preparation of Research projects*

- Advanced statistical analysis (e.g., regression, factor analysis)
- Qualitative data analysis software (e.g., NVivo, ATLAS.ti)
- Systematic literature reviews and meta-analyses
- Mixed-methods research approaches
- Planning and executing a small-scale research project
- Data collection, analysis, and interpretation
- Report writing and presentation of research findings
- Peer feedback and discussion

Assessment Methods of the learning outcome:

- ✓ Assignments and quizzes
- ✓ Research project proposal design
- ✓ Data analysis exercises and interpretation
- ✓ Research report preparation
- ✓ Oral and Multi Media presentation

Targeted Participants: *1st Year and 2nd Year Post Graduate Students of Commerce and Management Stream*

GOVERNMENT COLLEGE MOKERI

P.G DEPARTMENT OF COMMERCE

Mokeri (P.O), Kakkattil (Via) Kozhikode, Kerala, Pin 673 507.
(NAAC Accredited with 'B' Grade)

ADD-ON COURSE 2022-2023

Course Title: **Exploring Social Science: A Comprehensive Approach to Research Methodology**

Course Code: **MCMADC** Duration of the Course: **30 Hrs. (5 Weeks)**

DETAILED BREAKUP OF THE COURSE

Week 1 (5 Hours): *Introduction to Research Methodology and Formulating Research Questions and Hypotheses*

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Research	Meaning, Definition, Scope, Features and Importance of research	Lecture, Power point Presentation
2 nd Hour	Types of Research	Types of research, Research process and steps	Lecture, Power point Presentation, Preparation of charts
3 rd Hour	Research Gap	Meaning and Identifying research gaps, Developing research questions	Lecture, Power point Presentation and Discussion
4 th Hour	Hypotheses	Formulating testable hypotheses, significance of research objectives	Lecture, Power point Presentation, Peer Discussion to formulate imaginary hypotheses
5 th Hour	Over view of week 1	Discussion about the overall topic of the week, clearing queries	Assignment & Objective Testing

Week 2 (5 Hours): - *Research Design and Data Collection Methods*

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Research Design	Experimental and non-experimental designs, Cross-sectional and longitudinal studies	Lecture method, Showing present examples with digital media
2 nd Hour	Research design and selection	Quantitative, qualitative, and mixed-methods research designs, Sampling techniques and sample size determination and selection	Lecture Method and Power point presentation
3 rd Hour	Data collection	Primary and secondary data sources Surveys, interviews, observations, and case studies	Lecture method, practical of collection of secondary data from the library
4 th Hour	Questionnaire Design	Questionnaire design and validation, Data collection tools and techniques	On time preparation of questionnaire in the class

5 th Hour	Over view of week 2	Questionnaire preparation using digital tools like smart phones & Lap tops (Preparation of google form)	Practical for preparing google form and collection of data (Simple google form)
----------------------	---------------------	---	---

Week 3 (5 Hours): - Data Analysis and Interpretation and Qualitative Research Methods

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Statistics	Descriptive statistics and inferential statistics, Statistical tests for hypothesis testing	Lecturing and Power point presentation
2 nd Hour	Data presentation	Data visualization techniques, Interpretation of research findings	Lecturing, Introduction to excel and power point
3 rd Hour	Qualitative research and Data collection	Introduction to qualitative research, Data collection techniques: interviews, focus groups, and observations	Lecturing, peer group discussion, practical for data collection by peer group interview
4 th Hour	Coding	Coding and thematic analysis, Qualitative data interpretation and reporting	Lecturing, Introduction to excel and any coding software (SPSS)
5 th Hour	Over view of week 3	Over all discussion, clearing queries	Assignment & Objective Testing

Week 4 (5 Hours): - Quantitative Research Methods and Research Ethics

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Quantitative research	Introduction to quantitative research, Data collection techniques: surveys and experiments	Lecturing, Introduction to excel and any coding software (SPSS)
2 nd Hour	Statistical Analysis	Statistical analysis using software (e.g., SPSS, Excel), Interpreting quantitative data and presenting results	Practical Session for Excel and SPSS
3 rd Hour	Ethical Research	Ethical considerations in research, Informed consent and confidentiality	Lecturing and Power point presentation
4 th Hour	Privacy and Protection	Data protection, privacy and ethical guidelines and institutional review boards	Lecturing and Power point presentation
5 th Hour	Over view of week 4	Assistance for practical	Practical Session for Excel and SPSS

Week 5 (5 Hours): - Research Communication and Critical Appraisal

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Academic Writing and Report preparation	Academic writing conventions, Research report structure and organization, Citations and referencing styles (e.g., APA, MLA)	Lecturing and Power point presentation, Discussion

2 nd Hour	Presentation	Effective oral presentations and poster design, evaluating research articles and sources, Identifying biases and limitations	Practical for preparing slides using power point
3 rd Hour	Assessing validity of the research	Assessing research validity and reliability, Synthesizing and integrating research findings	Lecturing and Power point presentation, Discussion
4 th Hour	Presentation	Instruction for Practical for power point	Practical for preparing slides using power point
5 th Hour	Over view of week 5	Over all discussion, clearing queries	Assignment & Objective Testing

Week 6 (5 Hours): - Advanced Research Techniques and preparation of Research projects

Hour	Topic	Details of the Topic	Method of Teaching
1 st Hour	Advanced analysis	Advanced statistical analysis (e.g., regression, factor analysis), Qualitative data analysis software (e.g., NVivo, ATLAS.ti), Systematic literature reviews and meta-analyses	Lecturing and Power point presentation, Discussion
2 nd Hour	Plan for small research project	Mixed-methods research approaches, Planning and executing a small-scale research project, Data collection, analysis, and interpretation	Lecturing and Power point presentation, Discussion, Sharing of Study materials
3 rd Hour	Report writing and overview of the entire course	Report writing and presentation of research findings, Peer feedback and discussion	Lecturing and Power point presentation, Discussion, Sharing of Study materials
4 th Hour	Testing of Course Outcome	Practical Examination (1 hour) (on line or off line mode)	
5 th Hour	Testing of Course Outcome	Theoretical Examination (1 hour) (both objective & Descriptive questions)	

Signature :.....

Signature.

Name :.....

Name :.....

Course Coordinator

Head of the Dept

Dept Seal



realme

Shot on realme XT

2023/02/15 12:51



GPS Map Camera

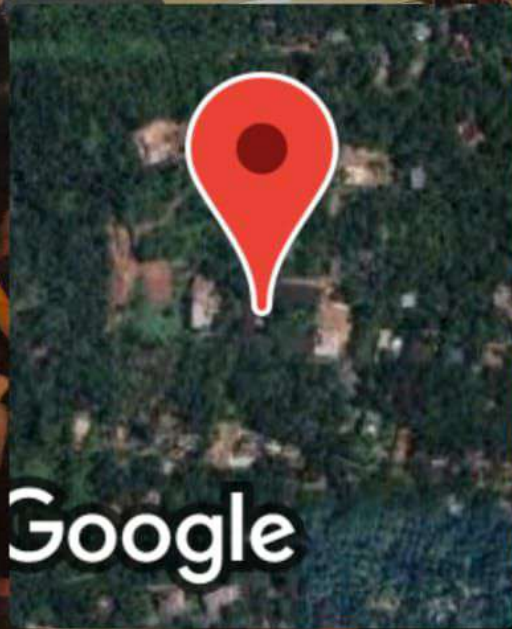
Mokeri, Kerala, India

**MPGC+8WR, Kuttiadi - Theekkuni - Ayancheri -
Vatakara Rd, Mokeri, Kerala 673507, India**

Lat 11.676169°

Long 75.721693°

15/02/23 12:52 PM GMT +05:30



PG DEPARTMENT OF COMMERCE

ADD-ON COURSE 2022-23

Course Title: Exploring Social Science: A Comprehensive Approach to Research Methodology

STUDENTS LIST

Sl No	Name	Class
1	ADITHYA K	MCOM
2	AMAYA P	MCOM
3	AMAYA T N	MCOM
4	ASHA K	MCOM
5	ASMILA P	MCOM
6	ASWATHI A E	MCOM
7	ASWATHI M M	MCOM
8	BHAVYASREE V S	MCOM
9	DEVIKA P R	MCOM
10	FAHIMA DAVOOD	MCOM
11	FARHANA K K	MCOM
12	LUCKY SHIYONA L C	MCOM
13	MEGHA DAS K	MCOM
14	NANDANA BABU	MCOM
15	RUBANA HASEEM KUNNATH	MCOM
16	SANDRA SANTO	MCOM
17	SINTA RAJEEV C	MCOM
18	VISMAYA M M	MCOM
19	AISWARYA P K	MCOM
20	AMAYA RAVI P T K	MCOM
21	ANJUSHA M K	MCOM
22	ANUSREE C T K	MCOM
23	ANUSREE P K	MCOM
24	ANUSREE T K	MCOM
25	ARDRA E	MCOM
26	ARSHA C K	MCOM
27	DEVIKA M R	MCOM
28	FATHIMATHU ASLAHA K	MCOM
29	FATHIMATHUL MARJANA K P	MCOM
30	NANDANA M N	MCOM
31	PARVATHI P	MCOM
32	SAYANA M K	MCOM
33	SHAMINI K	MCOM
34	MUHAMMED UNAIS	MCOM
35	VISHAL P	MCOM