



DRM 902 - Research Methodology

Course Objective:

- This course will enable scholars to identify and apply appropriate research methodology in order to plan, conduct and evaluate basic research.

Overview:

- This course has totally five units focusing on introduction to Research, literature review, IPR, trademarks, Patents, royalty and copy right. It also consists of research design, data collection and Data Analysis along with thesis writing.

Course Level:

- 02 Credit course (30 hrs.)

Eligibility:

- Ph.D. Students (A compulsory pre-requisite during the first semester Course work)

Fees:

- As per University rules

Faculty:

- Interdisciplinary Studies

About the course:

- Course Code: DRM 902

Pedagogy:

- As per University rules

Evaluation:

- As per University rules

Course Structure:

- 12 hours per unit



DRM 902 - Research Methodology

Unit-I: Introduction to Research and Literature Review

Definition - Purpose - Types of Research - Significance of Research - Literature Review - Gap Identification Topic Selection- Intellectual Property Rights (IPR) -Trade Mark (National and International) - Copy right - Royalty – Patent

Unit-II: Research design and Data Collection

Design Types -Procedures - Measurement and Calibration- Content Analysis-Primary Data and Secondary Data – Basics of Data Collection Methods: Observation, Interview, Questionnaire - Pilot study-Experimental and Case studies.

Unit-III: Data analysis - I

Statistical Techniques: Sampling -Testing of Hypothesis- Small Sample Tests-Large Sample Tests -Mean-Proportions - t, F & Chi-square Tests

Unit-IV: Data analysis - II

Design of Experiments - ANOVA - Error Analysis, Correlation and Regression, Simulation, and Optimization (Definition and Examples only).

Unit-V: Thesis Writing

Organizing the Research report: Layout, Structure & Formatting -Use of Visual Aids - Importance of Effective Communications, Style of Referencing - Harvard.

Reference Books:

1. Kothari, C R 2004, Research Methodology: Methods and Techniques 2nd Edition, New Age International Publication.
2. Panneerselvam R 2014, Research Methodology 2nd Edition, PHI learning & Pvt.Ltd.
3. Anderson B H, Dursaton, & Poole M, 1997, Thesis and assignment writing, Wiley Eastern.
4. Venkataraman, M 2015, An introduction to Intellectual property rights. Venkataraman M, Publications.
5. https://library.westernsydney.edu.au/main/sites/default/files/pdf/cite_Harvard.pdf
