



Dnyaan Prasad Global University

Dr. D. Y. Patil Unitech Society

Syllabus for PET Examination - PhD (Management)

Research Methodology

1. **Foundations of Research:** Concept, characteristics, and applications of research. Understanding research philosophy (Ontology, Epistemology), paradigms (Positivist, Post-Positivist), and types of research (Basic, Applied, Qualitative, Quantitative, and Mixed-mode).
2. **Problem Formulation & Design:** Identifying and defining the research problem; formulating objectives, research questions, and hypotheses. Importance of Literature Review and utilizing software tools for its organization. Types of Research Design: Exploratory, Descriptive, Causal, Experimental, and Case Study.
3. **Data Collection & Sampling:** Primary vs. secondary data sources. Sampling terminology, frame, and size decisions. Probability and Non-probability sampling methods (Random, Purposive, Convenience, Snowball). Designing instruments (Questionnaires, Interview guides) and conducting Pilot Studies.
4. **Measurement & Scaling:** Levels of variable measurement (Nominal, Ordinal, Interval, Ratio); scaling techniques and multi-item scale development. Ensuring reliability and validity of measures.
5. **Data Analysis:** Data processing (Editing, Coding, Tabulation) and understanding normality/outliers. Statistical methods: Uni-variate, Bi-variate, and Multi-variate analysis. Hypothesis testing and Non-parametric tests. Graphical representation using histograms, frequency polygons, and charts.
6. **Ethics & Reporting:** Ethical considerations: Plagiarism (forms and consequences), copyright, IPR, and informed consent. Structure of Research Reports: Journal articles, abstracts, keywords, and thesis/dissertation components. Referencing styles and bibliographies.
7. **ICT in Research:** Role of computers and Internet tools. Use of specialized software, Introduction to Internet, use of Internet, search engines and advanced search tools, maintenance of data using software such as Mendeley, Endnote, Tabulation and graphical presentation of research data and software tools.

Recommended Reference Books for BRM

- *Business Research Methods* by Donald Cooper and P.S. Schindler.
- *Research Methodology* by C.R. Kothari.
- *Research Methods for Business* by Uma Sekaran.
- *Research Methodology* by Ranjit Kumar.
- *Marketing Research* by Naresh Malhotra and S. Dash.