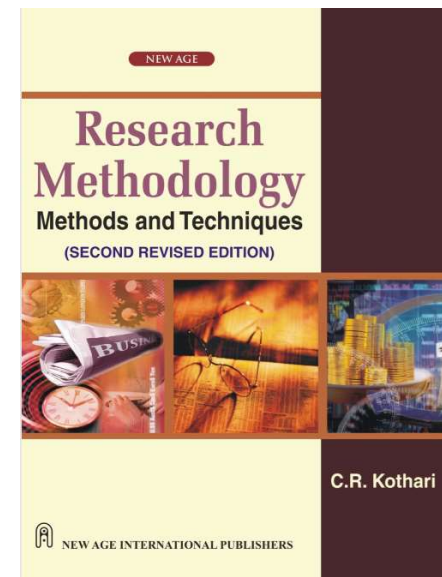
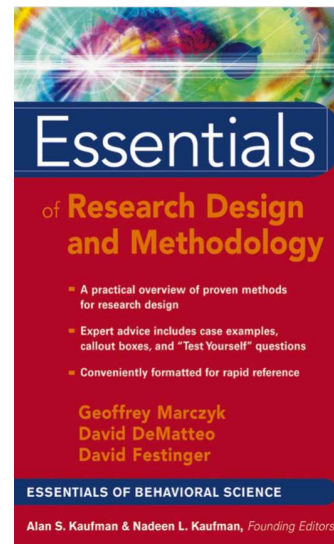


# Portfolio Preparation & Graduation Thesis Study

2019-2020  
FALL SEMESTER

# References:

- (Essentials of behavioral science series) Geoffrey R. Marczyk, David DeMatteo, David Festinger-Essentials of Research Design and Methodology-John Wiley & Sons (2005)
- C.R. Kothari-Research Methodology\_ Methods and Techniques-New Age Publications (Academic) (1985)



# Course Content

No Week	Topic	Date
1	Introduction to Research	08.10.2019
2	Defining the Research Problem	15.10.2019
2	Research Design	22.10.2019
3	Literature Review	29.10.2019
4	Methods of Data Collection	05.11.2019
5	Processing and Analysis of Data	12.11.2019
6	Midterm Exam	19.11.2019
7	Results formulating	26.11.2019
8	Conclusion	03.12.2019
9	Ethics – Plagiarism	10.12.2019
10	Writing References - Citation	17.12.2019
11	Final Submission	17.12.2019
12	Final presentation	07.01.2019
13	Final Exam	

# Course Evaluation

No	Evaluation Type	weight	No	Date
1	Participation	5	1	Daily
2	Midterm	20	1	19.11.2019
3	Literature Review	10	1	21.10.2019
5	Samples Project Analysis	10	1	04.11.2019
6	Standards	10	1	25.11.2019
7	Space Program	15	1	09.12.2019
8	Final Submission	40	1	16.12.2019

# Meaning of Research

- research as a scientific and systematic search for pertinent information on a specific topic.

■ In fact, research is an art of scientific investigation.





# OF RESEARCH

- The purpose of research is to discover answers to questions through the application of scientific procedures.
- The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

## Research objectives as falling into a number of following broad groupings:

- 1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative research studies);
- 2. To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as descriptive research studies);
- 3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies);
- 4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

# TYPES OF RESEARCH

The basic types of research are as follows:

- (i) Descriptive vs. Analytical:

Descriptive research includes surveys and fact-finding enquiries of different kinds.

The major purpose of descriptive research is description of the state of affairs as it exists at present



## (i) Descriptive vs. Analytical: The main characteristic

- the researcher has no control over the variables; he can only report what has happened or what is happening.
- also include attempts by researchers to discover causes even when they cannot control the variables.
- The methods of research utilized in descriptive research are survey methods of all kinds, including **comparative** and **correlational methods**. In analytical research, on the other hand,
- the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.

## (ii) Applied vs. Fundamental:

- Research can either be applied (or action) research or fundamental (to basic or pure) research.
- Applied research **aims** at **finding a solution** for an **immediate** problem facing a society or an industrial/business organization, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory.
- the central **aim** of **applied research** is to **discover a solution** for some pressing practical problem, whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.

### (iii) Quantitative vs. Qualitative:

- **Quantitative research** is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity.
- **Qualitative research**, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior

## (iv) Conceptual vs. Empirical:

- **Conceptual research** is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.
- **empirical research** relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. We can also call it as experimental type of research.