

Research Methodology (Common for all specialisations) - Syllabus for PhD Entrance Examination		
	Units	Sub-Topics
1	Basic Concepts in Research	<ul style="list-style-type: none"> • Rationale of research problem, Research process • Types of research • Research Questions • Research Objectives
2	Literature Review	<ul style="list-style-type: none"> • Steps of Literature Review: its importance • Identifying gaps from literature review • Citation • Referencing styles
3	Defining the Problem	<ul style="list-style-type: none"> • Identifying the problem area • Defining the problem statement • Hypotheses, Variables
4	Research Design	<ul style="list-style-type: none"> • Elements of Research designs
5	Sampling	<ul style="list-style-type: none"> • Sampling techniques
6	Data Collection Methods	<ul style="list-style-type: none"> • Different means of data collection • Primary sources • Secondary sources
7	Data Analysis Methods	<ul style="list-style-type: none"> • Measure of Central Tendency: • Mean, Median and Mode • Measure of Dispersion • Standard Deviation, Quartile and percentile • Hypothesis testing
8	Research Report writing	<ul style="list-style-type: none"> • Components of a research proposal
9	Logical Reasoning	<ul style="list-style-type: none"> • Assertion and Reasoning • Statements and Assumptions • Decision Making
References <ol style="list-style-type: none"> 1. Bougie, R, Sekaran, U. & Mala Srivastava (2024). Research Methods for Business – A Skill Building Approach. John Wiley and Sons. 2. Prahlad, M. (2015). Business Research methods. Oxford Publishing. 3. Kothari, C.R., (2009). Research Methodology: Methods and Techniques. New Age International. 		