

BEHARATHIAR UNIVERSITY: COIMBATORE - 641 046.

M.Phil / Ph.D Programme in Commerce (FT / PT)

PART I SYLLABUS [From October 2011 batch onwards]

PAPER - I RESEARCH METHODOLOGY

UNIT - I

Nature and scope of Research in Business- Types of Research - Significance - Research Process- Characteristics of good Research.

UNIT - II

Problem identification and selection – Review of literature - Research Design - meaning, need, features of good design - Different types of research design - Developing a research plan; Framing and testing of hypothesis.

UNIT - III

Sampling design, Procedures, Types and Errors - Scaling techniques, rating scales – attitude scales- Likert, Thurstone and Guttman scales.

UNIT - IV

Methods of data collection - primary and secondary data - Sources: Questionnaire, Interview, Observation, Mail and E-Mail Surveys - Pilot study and pre-testing – Internet Sources - Data base - Web sites available for data collection.

UNIT - V

Analysis and Interpretation - Report Writing - Layout of the report - Types of report - Steps in writing the report - Evaluation of report

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Emory - Business Research Methods
2. Goode & Had - Methods of Social Research, M c Graw Hill
3. C.R.Kothari - Research Methodology - Methods and Techniques -New age International Publishers
4. Murdick - Business Research Concept and Practice
5. Therese L Backer - Doing Social Research, Mc Graw Hill
6. Wilkinson & Bhandarkar - Research methodology in social sciences.
7. Rummel & Ballaine: Business Research Methods.
8. Bajabai- Business Research Methods
9. Dr. Amarchand - Research Methods.

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Handbook of Research on Advances and Applications of Fuzzy Sets and Logic Broumi, Said, 2022-03-04 Fuzzy logic which is based on the concept of fuzzy set has enabled scientists to create models under conditions of imprecision vagueness or both at once As a result it has now found many important applications in almost all sectors of human activity becoming a complementary feature and supporter of probability theory which is suitable for modelling situations of uncertainty derived from randomness Fuzzy mathematics has also significantly developed at the theoretical level providing important insights into branches of traditional mathematics like algebra analysis geometry topology and more With such widespread applications fuzzy sets and logic are an important area of focus in mathematics The Handbook of Research on Advances and Applications of Fuzzy Sets and Logic studies recent theoretical advances of fuzzy sets and numbers fuzzy systems fuzzy logic and their generalizations extensions and more This book also explores the applications of fuzzy sets and logic applied to science technology and everyday life to further provide research on the subject This book is ideal for mathematicians physicists computer specialists engineers practitioners researchers academicians and students who are looking to learn more about fuzzy sets fuzzy logic and their applications

Handbook of Research on the Applications of Neutrosophic Sets Theory and Their Extensions in Education Broumi, Said, 2023-06-09 Fuzzy sets have experienced multiple expansions since their conception to enhance their capacity to convey complex information Intuitionistic fuzzy sets image fuzzy sets q rung orthopair fuzzy sets and neutrosophic sets are a few of these extensions Researchers and academics have acquired a lot of information about their theories and methods for making decisions However only a small number of research findings discuss how neutrosophic sets theory and their extensions NSTEs are used in education The Handbook of Research on the Applications of Neutrosophic Sets Theory and Their Extensions in Education implements fresh scientific approaches to enhance the quality of decisions under neutrosophic environments particularly within education Covering key topics such as data modeling educational technologies decision making and learning management systems this major reference work is ideal for instructional designers researchers academicians scholars practitioners instructors and students

Business Analytics - Unleashing Data Driven Decision Making JUBI R, 2024-01-12 In today's dynamic and data driven business landscape the art and science of Business Analytics have emerged as critical tools for exploration introspection and informed decision making Business Analytics the book at hand delves into the practices and competencies essential for unraveling the complexities of business performance facilitating purposeful intuitive and expedient decision making processes The essence of Business Analytics lies in the extensive exploration of business data aiming to extract meaningful information usable by managers across various organizational levels This book positions Business Analytics as a catalyst for fact based decision making elevating accountability in the decision making process It defines Business Analytics as a methodical process that involves scrutinizing and summarizing data with the explicit purpose of uncovering hidden predictive

insights This book places a particular emphasis on the science and artistry of business analytics with a special focus on financial analytics It not only explores the practical aspects but also lays the theoretical foundations providing a comprehensive context for various elements of business analytics within specific business situations A distinctive feature of this book is its commitment to showcasing the implementation of analytics by illustrating how leading companies leverage this power to enhance their investments Acknowledging that scientific knowledge alone may not suffice for sound decision making the book underscores the importance of combining scientific expertise with a deep understanding of the business context and the best available information Addressing a notable gap in existing literature this book goes beyond traditional academic texts that predominantly concentrate on quantitative methods Instead it extends its reach to cover analytics for non quantitative managers In doing so the book aims to equip a broader audience with the knowledge and tools necessary to harness the benefits of Business Analytics in diverse business scenarios As you embark on this journey through the pages of Business Analytics you will gain insights into the transformative power of analytics in decision making and how it has become an indispensable asset for businesses navigating the intricacies of the contemporary corporate landscape Managing Education for Business and Commerce in a Globalized World ,

Emerging Indian Scenario Harnessing the Opportunities Sai Vidya Institute of Technology, **Beating the Math Trauma Remedial Strategy for Dyscalculia** Dr. Pushpa Marian ,2021-04-05 BEATING THE MATH TRAUMA is perhaps the right book for you to pick ending a blind search provided you are a parent or somebody closely related to a dyscalculic child The specialty of this book is about the assurance of the effectiveness and easiness of the remediation strategy explained in chapter IV Methods are proved effective through experiments conducted by the author with a selected group of dyscalculic children as part of a major research project approved by the Universities Grants Commission of India A general reader interested in knowledge about learning disabilities of children will also like to have this book which disproves many wrong and harmful notions of the general society about children who are backward in certain areas of learning even as they are average or above average in intelligence level A dyscalculic child certainly needs the help of an elder to overcome his or her trauma This book will provide the elementary skills and more to act as that elder who can save a suffering child **Handbook of Research on Learning in Language**

Classrooms Through ICT-Based Digital Technology Suman, Rajest S.,Moccia, Salvatore,Chinnusamy, Karthikeyan,Singh, Bhopendra,Regin, R.,2023-02-10 The study of learning versus teaching development has a significant impact on facilitating learners development to use ICT based digital technology As innovation has developed it has also changed how instructors connect with their understudies and study halls To better understand these technological developments further study is required The Handbook of Research on Learning in Language Classrooms Through ICT Based Digital Technology considers technology from the fields of ICT based digital technology facilitating learning teaching development language and linguistics This book also assesses the effectiveness of technology uses in ICT based digital technology and language classrooms as well

as considers the successful methods of teaching and language topics in the teaching learning phase through technology Covering key topics such as artificial intelligence gamification media and technology tools this premier reference source is ideal for computer scientists administrators principals researchers academicians practitioners scholars instructors and students

Exploited and Explored Feminine Self: A Study of the Select Novels of Toni Morrison and Shobha De Dr. B. PREETHA M.A., M.Phil., Ph.D., *Equality and Sustainable Human Development - Issues and Policy Implications* Dr.K Sivachithappa,2014-05-17 Equality and Sustainable Human Development is the need of our under Globalisation This volume is useful to Social Sciences Commerce and General Readers in Particular

Living Ramayanas: Exploring the Plurality of the Epic in Wayanad and the World Azeez Tharuvana,2024-07-02 About the Book A FASCINATING BOOK ON THE MANY VERSIONS OF RAMAYANA AND THEIR ORIGIN The renowned scholar A K Ramanujan was of the view that there are thousands of Ramayanas He maintained that they are not variant texts of the Valmiki Ramayana but largely independent tellings Even in our age when printing has become wide spread Rama s story lives on in the minds of the people through narration and performance In Kerala itself there are many unwritten Ramayanas It is believed that the crucial events in the epic unfolded in Wayanad The names of places and community consciousness corroborate this belief the ashram at Ashramkolly near Pulpally is Valmiki s ashram Jadayattakavu is where Sita went down into the earth locals recognise the scar left by the tail of Hanuman But there are several Ramayanas in Wayanad not just one In their differences are reflected the social relations of each community The Adiya Ramayana Chetti Ramayana and Sitayana collected and edited by Azeez Tharuvana are innovative tellings In this fascinating book Tharuvana talks about the many forms of the timeless epic that originated in Wayanad against the backdrop of the other Ramayanas popular in India and abroad The stories collected as part of this effort provide insights into the traditional cultural consciousness and ideological world of communities in Wayanad Brilliantly researched and simply written The Wayanad Ramayanas presents a new perspective this ode to Rama is a social text not a religious one

Handbook of Research on AI-Based Technologies and Applications in the Era of the Metaverse Khang, Alex,Shah, Vrushank,Rani, Sita,2023-07-03 The recent advancements in the field of the internet of things IoT AI big data blockchain augmented reality AR virtual reality VR cloud platforms quantum computing cybersecurity and telecommunication technology enabled the promotion of conventional computer aided industry to the metaverse ecosystem that is powered by AR VR driven technologies In this paradigm shift the integrated technologies of IoT and AI play a vital role to connect the cyberspace of computing systems and virtual environments AR VR supports a huge range of industrial applications such as logistics the food industry and manufacturing utilities The Handbook of Research on AI Based Technologies and Applications in the Era of the Metaverse discusses essential components of the metaverse ecosystem such as concepts methodologies technologies modeling designs statistics implementation and maintenance Covering key topics such as machine learning deep learning quantum computing and blockchain this premier reference source is ideal for

computer scientists industry professionals researchers academicians scholars practitioners instructors and students **ONE HUNDRED YEARS OF THE WASTE LAND** Dr. Muralikrishnan T.R., Dr. Jyothimol.P., Dr. Rajesh.M., Mr. Vishnu N., 2023-08-24 One of the remarkable qualities of *The Waste Land* is its ability to resonate across time and space transcending cultural and historical boundaries As we mark its centenary it is fitting that we take stock of the poem's continued relevance in our contemporary world The contributors to this anthology guide us through the labyrinthine paths of *The Waste Land* highlighting its capacity to speak to our own spiritual dilemmas anxieties and yearnings **Horticulture For Nutrition And Income Security** Ravindra Singh, Sharda Choudhary, Arvind Kumar Verma, Ravi Y., 2023-06-15 Technological interventions have helped farmers to achieve much higher productivity generating the desired income remains a major challenge Present book contains a total of 36 chapters describing the scalable technologies for the farmers covering all the aspects of important horticultural crops necessary for enhancing farmer's income and nutritional security through molecular biology production technology nursery management protected cultivation precision farming organic production bio fortification nutrient management bio agents pests and diseases management postharvest and value addition mechanization internet of things and marketing **The Politics of the Spectacle: Representation of Body, Gender and Discourse in Films** Dr. K.M. Johnson, Dr. Rajesh.M., Vishnu N., 2022-01-12 *River Fiction of India* Subhadeep Ray, 2025-03-31 This book establishes river fiction as an identifiable genre fiction It argues that rivers and riverbeds through myths and legends ecological and environmental concerns geographical and historical realities politics and economics around them can provide an underlying framework to understand Indian prose fiction With essays on river fiction across India the volume presents a new way of understanding and reading South Asian literature The volume will be of great interest to scholars and researchers of literature and literary criticism and South Asian studies **Handbook of Research on Digital Content Management and Development in Modern Libraries** Thanuskodi, S., 2019-11-01 Collection assessment can be defined as the systematic quantitative and qualitative measurement of the degree to which a library's collections meet the library's goals objectives and the needs of its users E resources are creating new challenges for collection assessment which require that the collection be measured analyzed and judged according to specific criteria for relevancy size quality and use The Handbook of Research on Digital Content Management and Development in Modern Libraries is a critical scholarly resource that examines collection management and quality within information services Featuring a wide range of topics such as e resources knowledge management and consortia this book is ideal for professionals academicians academic librarians researchers and students in the fields of library and information science education computer science and information technology Moreover the book will provide insights and support executives concerned with the management of expertise knowledge information and organizational development in different types of work communities and environments *The Greatness of Indian Kitchen: Gender, Memory and Rights* Dr. Rajesh.M., Vishnu N., 2022-03-01 Food is one of man's three basic needs and it unites

and connects people from all walks of life The cultural practices beliefs and norms that surround the production and consumption of food are referred to as food culture It primarily reflects our ethnicity and evokes nostalgic childhood memories Religion sexuality and the market economy all revolve around food The Cultural Politics of Food and Eating takes an ethnographic approach to understanding how people use food to make sense of life in an increasingly interconnected world The proposed edited collection of essays covers everything from our daily food consumption to global food politics There is really no refuting that newer perspectives on food culture make the collection more interesting to read

The Ultimate Guide to 21st Century Careers Richa Dwivedi, 2017-09-15 Looking for the career of your choice and don't want to take the beaten path Then pick up this book and get ready for your dream career The Ultimate Guide to 21st Century Careers is designed to provide you with all the information you need about new careers in a range of fields Specially designed for the modern Indian student it is the first book in years to give detailed overviews of job profiles under each field it covers as well as offer a roadmap to students on how to get these jobs In its pages you will find Detailed information about the roles you can pursue in every field Exercises that will help you assess your skill sets and interests and correlate them to specific career paths A comprehensive list of colleges both in India and abroad that offer courses in each field Estimates of the salaries you could expect to earn in every profession and role Testimonies from experts in different areas providing a peek into their daily work lives Whether you are interested in problem solving or ideating creating something new or working with people this book is your one stop compendium to finding your niche and excelling in it

A Practical Guide to Textile Testing K. Amutha, 2016-04-05 A Practical Guide to Textile Testing is about the physical and chemical test procedures used in testing textiles at different stages namely fibre yarn fabric and garment It serves as a guide for young learners of textile discipline In addition to the testing procedures information related to textile testing is included for better understanding

Ethical Marketing Through Data Governance Standards and Effective Technology Saluja, Shefali, Nayyar, Varun, Rojhe, Kuldeep, Sharma, Sandhir, 2024-05-13 Marketing on digital platforms requires critical thinking on data management systems machine learning methods and attributes like customer trust societal ethics and managing consumer feedback with the utmost utilization of technology in different ways The pursuit for a unified source of information is fundamental for marketers in digital marketing Ethical Marketing Through Data Governance Standards and Effective Technology delves into the intricacies of achieving this unity by addressing the challenges and presenting solutions in a structured manner The book explores the fundamental necessity for an effective data governance strategy It emphasizes the eradication of silos and the establishment of regulations governing data classification storage and processing Within this framework the application of artificial intelligence in marketing takes center stage The book investigates Artificial Intelligence AI marketing machine learning methods and data management systems Furthermore the book studies advertising standards and challenges on online platforms The intersection of technology and advertising is dissected focusing

on virtual assistance through avatars and their impact on consumer psychology The importance of a comprehensive database governance strategy is underscored presenting a complete approach for corporations to navigate the intricacies of online marketing while upholding ethical standards

Research Guides In Bharathiar University Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Research Guides In Bharathiar University**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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