

MTTM 303

Research Methodology

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 3rd Semester**Course Objectives:** The objective of this course is to develop the research skills of the students in investigating the business problems with a view to arrive at findings, conclusions and interpreting the results of their investigation in the form of systematic reports.

Block - 1 Introduction to Research	
Unit 1	Research: Meaning, Types, Scope and. Significance
Unit 2	Guiding Principles in Selection of Research Problem; Research Objectives and Approaches
Unit 3	Research Process and Criteria of Good Research; Research Method vis a vis Methodology
Unit 4	Research Design – Meaning, Need, Typologies and, Key Components
Block - 2 Data Collection, Survey and Sampling	
Unit 5	Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data
Unit 6	Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations.
Unit 7	Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire
Unit 8	Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure;
Block – 3 Data Analysis – Tools and Techniques	
Unit 9	Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions.
Unit 10	Measures of Central Tendency and variation Correction and Regression analysis
Unit 11	Probability and Probability Distributions: Probability: Meaning; Definition; Sample space and sample points
Unit 12	Conditional Probability; Bayes Theorem and probability on large samples space

Block – 4
Hypothesis Testing

Unit 13	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
Unit 14	Parametric and Non-Parametric Testing
Unit 15	F Test and Chi-Square Test.
Unit 16	Preparation of Research Report