SEMESTER–V

1. Name of the Faculty: Mass Communication					

2. Course Name	FUNDAMENTALS OF RESEARCH METHODOLOGY	L	T	P
3. Course Code	JM301	3	1	0

4. Type of Course (use tick mark)	Core ()	DE ( )	FC (√)

5. Pre-requisite (ifany)	10+2 in any discipline	6.	Frequency (usetickmarks)	Even ()	Odd (√)	Either Sem ( )	Every Sem ( )

7. Total Number of Lectures, Tutorials, Practicals

Lectures = 30	Tutorials = 10	Practical = Nil

8. COURSE OBJECTIVES: The main objective of this course is to introduce principle sand types of research methodology to students and get them acqauainted with the importance of ethical research practices, tools of research, Research Design, Qualitative and Quantitative research and basic data analysis tools

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Student should understand the need and practice of research in academia
CO2	Students should be able to identify various types of research design and research tools
CO3	Students will be able to outline the requirements of Quantitative Research
CO4	Students will be able to outline the requirements of Qualitative Research
CO5	Students will be introduced to various research referencing styles and be able to apply their knowledge and write and submit a basic research papers

10. Unit wise detailed content

Unit-1	Number of lectures = 08	Title of the unit: Need for Research, Various Research types	Mapped CO: 1

Concept of Research, finding a research gap and arriving at a topic, research ethics, plagiarism

Unit-2	Number of lectures =08	Title of the unit: Various types of research design and research tools	Mapped CO: 2

Introduction to Research Design, Writing Literature reviews, Format of a basic Research paper, Research Methodology

Unit-3	Number of lectures =08	Title of the unit: Qualitative Research Design	Mapped CO: 3

Importance of Qualitative Research Design, Designing a Questionnaire/ Structured interview design, Types of Methods—Interview/ Focused Group Discussion

Unit-4	Number of lectures = 08	Title of the unit: Quatitative Research Design	Mapped CO: 4

Importance of Quantitative Research Design, Statistical tools for Quantitative Research Design, Methods of data analysis, Using software for data analysis

Unit-5	Number of lectures = 08	Title of the unit: Governments curbs and regulation on the Media, TRP game and newspaper rankings	Mapped CO: 5

Introduction to referencing styles and research resources, Structuring a research paper, writing a research paper with correct referencing

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	1	3	3	3
CO2	2	3	1	1	2	1	2	1	3	2	3
CO3	2	2	1	1	1	1	2	2	3	3	3
CO4	2	2	1	1	2	1	2	2	3	2	3
CO5	2	1	1	1	2	1	2	3	3	3	2

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.voxco.com/blog/research-design/#:~:text=Research%20design%20refers%20to%20the,in%20the%20future%20as%20well.
2. https://www.scribbr.com/methodology/research-design/
3. https://research-methodology.net/research-methodology/research-design/
4. https://www.youtube.com/watch?v=ISX4oRf9pBE

13. Books recommended: