

Module Code:	STAT-406
Module Title:	• Research Methodology – 2 Credit Hours
Name of Scheme:	BS Statistics

Course Outline

1. Introduction: Definition of Research, Types and Methods of Conducting Research, Census and Survey, Sampling frame, Types of errors in surveys (coverage, non-response, measurement, errors etc.) and methods of control of such errors, Steps for successful surveys.
2. Types of Surveys: Qualitative and Quantitative survey, Assessments survey, Marketing survey, Evaluation of a survey.
3. Methods for conducting a Survey: Mail surveys, telephone surveys, face to face surveys, and drop off surveys.
4. Sample size: Various methods of sample selection, sample size and its practical difficulties.
5. Constructing a questionnaire for different types of surveys.
6. Scaling Techniques.
7. The analysis of Data.
8. Style and Format of report writing.
9. Preparing the report.

Books Recommended

1. Salant, P. and Dillaman, D.A. "How to conduct your own survey", John Wiley and Sons, Inc. 1994.
2. Goode, W. J. and Hatt, P. K. "Methods in Social Research", McGraw-Hill Book Company, Inc.
3. Gupta, S. "Research Methodology and Statistical Techniques", Deep & Deep Publication, New Delhi, 1997.
4. Dalemus T. "Elements of Survey Sampling" SAREC, Stockholm, 1985.

Reference Books

1. Grosh, Margaret, "Designing Household Survey Questionnaires for Developing Countries", World Bank, New Age Int. 1999.
2. Kish, Leslie, "Survey sampling", Wiley 1995.
3. Barnett Vic, "Sample Survey", Arnold London, 2002.
4. Gupta S. "Research Methodology and Statistical techniques" Deep & Deep Pub. New Delhi 2003.