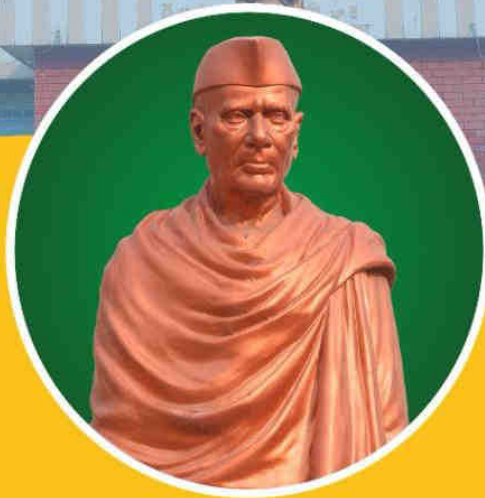




**KBN** COLLEGE  
ESTABLISHED IN 1965



ISO 9001-2015 CERTIFIED

NAAC 'A' GRADE CYCLE 3

# KAKARAPARTI BHAVANARAYANA COLLEGE

(AUTONOMOUS)

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee), Kothapeta, Vijayawada - 520 001.

A College with Potential for Excellence (CPE) 3.5 Star Rating in Innovations & Start-Ups by MoE  
Recognized as Band PERFORMER in ARIIA by Ministry of Education, Govt. of India

**3.4.1: The Institution ensures implementation of its stated Code of Ethics for research.**

## **RESEARCH METHODOLOGY – COURSE CONTENT**

KBN College has introduced a mandatory "Research Methodology" course for all first-year postgraduate students starting from the academic year 2022-23. This course is designed to instill in students the significance of research as a vital tool for their academic advancement.

## K. B. N. COLLEGE (AUTONOMOUS)

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee), Vijayawada – 520001

Class	Semester	Title of The Paper	W.E.F
I MBA, MCA, M.Sc. (OCH) & (ACH)	II	RESEARCH METHODOLOGY & IPR	2022-23

Total No of Hours for Teaching - Learning	Instructional Hours for Week			Duration of SEE in Hours	Max Marks			Credits
	Learning	Practical	Tutorial		CIA	SEE	Total	
45	2	0	1	3 Hours	30	70	100	3

### Course Description and Purpose:

The aim of this course is to develop research bent of mind (spirit of inquiry) and impart research skills to the all Post graduate students. It also encompasses the series of research methodology contents: from problem formulation, to design, to data collection, analysis, reporting and dissemination. This course also covers intellectual property rights (IPR), and intended to equip students with conceptual understandings of current scenario of IPR, and the practical issues encountered in filing patents, trademarks and copyrights.

### Course Objectives:

- To understand some basic concepts of research and its methodologies
- To develop an understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- Ability to write a research Proposal, report and thesis
- To demonstrate knowledge and understanding of IPR Filing and Rights

### Course Outcomes:

At the end of this course the students should be able to:

- Understand some basic concepts of research and its methodologies
- Identify appropriate research topics
- Select and define appropriate research problem and parameters
- Demonstrate the ability to choose methods appropriate to research aims and objectives
- Have adequate knowledge on measurement & scaling techniques
- Have basic awareness of data analysis-and hypothesis testing procedures
- Prepare a project proposal (to undertake a project)

- Write a research report and thesis
- File Patents, Trademarks and Copy Rights

## **Course Content**

### **Unit - I**

**Foundations of Research :** Meaning of Research – Definitions of Research – Motivation in Research – General Characteristics of Research – Criteria of Good Research – Types of Research – Research Process – Research Methods vs. Methodology – Defining and Formulating the Research Problem – Review of Literature – Approaches to Critical Literature Review – Importance of Literature Review in Identifying Research Gaps and Defining a Problem – Development of Working Hypothesis.

### **Unit - II**

**Research Design, Sampling Concepts, and Data Collection Methods :** Meaning, Significance and Characteristics of Good Research Design – Types of Research Design: Exploratory, Conclusive Research and Experimental – Sampling Theory: Types of Sampling and Errors in Sampling – Data Collection: Types of Data – Data Collection Methods and Techniques for Primary and Secondary Data.

### **Unit - III**

**Measurement & Scaling Techniques, Hypothesis Formulation and Testing, Overview of Data Analysis and Report Writing :** Basic measurement scales – Reliability & Validity – Definition and Types of Hypothesis – Hypothesis Formulation and Testing Procedure – Overview of Data Analysis: Methods, Process and Types – Report Writing: Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports – How to Write a Research Proposal – Research Ethics, Conflict of Interest and Plagiarism

### **Unit - IV**

**Intellectual Property Rights (IPR):** Definition and Nature and Features of Intellectual Property Rights (IPR) – Types of Intellectual Property Rights – Procedure for Grants of Patents – Rights of a Patent – Scope of a Patent Rights Licensing and Transfer of Technology – Why protection of intellectual property is important? – Enforcement of IPR – Infringement of IPR.

## Unit - V

**Indian and International Scenario and New Developments in IPR:** IPR Developments in India for the past Five Years – Development of IPR Laws in India – International Cooperation on IPR – New Developments in IPR – Administration of Patent System –International Patent protection – Case Studies in Indian and Global Contexts.

**(Case Study Not Exceeding 300 words)**

### **PRACTICAL COMPONENTS:**

- Students should identify different research problems with examples and describe the characteristics of researchable problems in their academic area / society / community / organization concerned.
- Students are to form in groups (a group consists of 4-6 students) and conduct critical literature survey with regard to the identified research problems and prepare a brief literature review coupled with research gaps and working hypothesis.
- Students are required to identify and develop good research design to address the defined research problems.
- Students are expected to write the research design on Exploratory and Descriptive Research.
- Students are required to develop practical experience in writing a research proposal by conducting a thorough critical review of any three research proposals (examples).
- Students are expected to develop templates for technical report writing.
- Students should conduct a team based mini research project, which is a unified and practical case on a topic of their choice, with approximately 4-6 students per group.
- Students are expected to identify types of plagiarism in academic research, and how to avoid plagiarism in research.
- Students are asked to identify and submit a brief report on Indian patents of International repute.
- Students are asked to write on Patent registration procedure, and visit Official website of Intellectual Property India <https://ipindia.gov.in> to know how to get IPR in India.
- Students are asked to identify and summarize remedies available against the infringement of intellectual property rights in Indian and global contexts.
- Students are asked to submit any five examples of ethical issues in copyright and patents.