CASME&T
FOR MANAGERIAL EXCELLENCE

CERTIFICATION IN INDUSTRY RESEARCH METHODOLOGY (CASME&T)®



The study of research methodology gives the student the necessary training in gathering material and arranging or card-indexing them, participation in the field work when required, and also training in techniques for the collection of data appropriate to particular problems, in the use of statistics, questionnaires and controlled experimentation and in recording evidence, sorting it out and interpreting it.

IMPORTANCE OF RESEARCH METHODOLOGY

Knowledge of research methodology and research techniques for one who is preparing a career of carrying out research It helps a researcher to develop disciplined thinking or a 'bent of mind' to observe the field objectively.

Those aspiring for career in research must develop the skill of using research techniques and must have thorough understanding of the logics behind them. Knowledge of how to do research will inculcate the ability to evaluate and use research results with reasonable confidence.

The knowledge of research methodology is helpful in various fields such as government or Business administration, community development and social work where persons are increasingly called upon to evaluate and use research results for action.

It enables acquiring a new intellectual tool which can mould the perspective of looking at the world. And assists in intelligent decisions concerning problems facing us in practical life at different points of time. In this scientific age, all of us are in many ways consumers of research results and we can use them intelligently provided we are able to judge the adequacy of the methods by which they have been obtained.

The knowledge of methodology helps the consumer of research results to evaluate them and enables him to take rational decisions

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OBJECTIVE

1. To discover new facts.
2. To verify and test important facts
3. To analyze an event or process or phenomenon to identify the cause and effect relationship
4. To develop new tools, business models, concepts and theories to solve problems.
5. To identify new areas of research.

WHY ONE MUST PURSUE RESEARCH?

1. To enable Master Degree holders to pursue their research program with an University
2. To enable Degree or Diploma holders to obtain first experience in Research Methodology and industry exposure so that they pursue a formal Research Program after completing a Master's Program in Management and related areas in the future for better employment & career progression.
3. To get a teaching position in a college or university or research institution
4. To work with companies who are consistently engaged in research activities as an employee or consulting role.
5. To get a research position in others countries or take up consultancy with industries in other countries.
6. To solve the unsolved and challenging problems and to find new areas research.

SCOPE OF THE RESEARCH METHODOLGY PROGRAM

This course has been designed to encourage and attract talent who has completed Graduation or 3 Year Diploma Holders with minimum 3 years work experience.

The objective is to engage them in industry based research activities at a very earlier stage in their career. It will lay a solid foundation for the participants at this level to pursue formal PhD Programme with any recognized university in India and abroad with ease when they complete Master's Programs in Management, Information Technology and other related areas.

They will have the advantage of interacting with industries who wish to engage with us in research activities in the following broad areas:

1. Management
2. Technology
3. Information Technology
4. CSR and
5. Any other area related area which comes under the scope of research.

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PROGRAM OUTLINE

Our institute will collaborate with industries through its Institute-Industry Research Initiative who will be our knowledge partners. Participants will have the advantage to interact with industry managers in identifying research areas through brainstorming sessions which will benefit both the industry and the institution.

The Program is designed in 3 Phases.

Phase 1 will be of 6 Months where the participants will be thoroughly trained in research methodology and will publish articles in Journals and Periodicals.

Phase 2 will be of 6 Months where the participants will undergo industry based compulsory courses and best practices training.

Phase 3 will be of 3 Months where the participants will practically be assigned to a company to work on particular research area jointly identified by the company and our institute and implement the learning from Phase 1 & 2.

Phase 4 will of 3 Months where the participants will present the findings of the study and submit the final report by implementing the learning from Phase 1, 2, 3 & 4

Program Duration: 18 Months (The admission for this course is valid for 24 months only)

Eligibility: Graduate other than music and fine arts, from any recognized university of any recognized University or 3 years Diploma holder with minimum 3 years of relevant work experience. Students who have completed Master's courses or pursuing PhD can also enrol into this programme as a valued added course.

ADMISSIONS: JANURAY & JULY
INTAKE: MINIMUM 15

PHASE 1: (6 MONTHS): COMPULSORY INDUSTRY-INTERFACE COURSES & TRAINING

COURSES AND TRAINING

1. Principles of Management
2. Financial & Management Accounting.
3. Business Economics
4. Quantitative Techniques
5. Marketing Management
6. Human Resource Management
7. Supply Chain Management
8. Information Technology Management

PRACTICAL TRAINING

1. Industry Best Practices Training -TQM, Problem Solving Techniques, Six Sigma, ISO, OHSAS, CSR.
2. English Language Training & International Test of English Proficiency & Certification.

PHASE 2: (6 MONTHS) RESEARCH METHODOLOGY

Unit 1: Fundamentals of Research:

1. Basic Principles of Research.
2. Theory building, facts, concepts, constructs and definitions.
3. Valuables and its attributes.
4. Ethics in research.
5. Preparation of proposal.
6. Review of literature, formation and types of hypothesis and testing of the hypothesis.
7. Research designs, sampling objects, methods, techniques and tools of research.
8. Creativity, innovation, originality and advancement of knowledge and application to the society.

Unit 2: Communication and Evaluation of Research:

1. Report writing and writing of research papers.
2. Presentation of research proposals.
3. Evaluation of research report.
4. Presentation of research

Unit 3: Quantitative Methods:

1. Use of quantitative methods in research.
2. Types and sources of data.
3. Data analysis for specific type of data.
4. Tabulation and graphical representation.
5. Central tendency, dispersion, correlation and regression.
6. Use of chi square.
7. Steps involved in applying chi - square test, Non parametric or free distribution tests.
8. Testing of hypothesis for non parametric data.

Unit 4: Writing an Article -Essay - Research Paper -Research Project- Legislation Drafting- Judgment Writing -Thesis- Dissertation-Book Reviews - Book Review; Case Review

Criteria of Good Research:

- Research Ethics
- Citation Methods
- Foot Note
- Text Note
- End Note
- Bibliography

Unit 5: Computer Application in Research.

1. Use of MS Office, SPSS, etc.

PHASE 3: INDUSTRY INTERFACE RESEARCH PROGRAM

UNIT 1: Institute Industry Interface - Implementation of Learning From Phase 1.

- Identifying the Company
- Meeting Management Team
- Identifying the Research Area/Topic - Braining Storming Session
- Forming the Research Team - Industry and Institution
- Formal Sign off on Research Project/s identified.
- Finalization of Research Topic by Participants
- Research Proposal Finalization.
- Presentation by Research Participants and approvals.
- Conducting Survey and data gathering
- Presentation of survey analysis & findings
- Final Approval

PHASE 4: (3 MONTHS) RESEARCH REPORT SUBMISSION

UNIT 1: Report Preparation & Submission - Implementation of Learning From Phase 1 & 2.

- Presentation of the final report by the research participant/s.
- Draft report submission for review by industry and institution.
- Approval by Industry and Institute.
- Final Report Submission
- Award of Certification

FACUTLY: We engage experienced faculty and trainers drawn from Academics & Industry having the requisite domain knowledge & expertise in topical areas covered in this course and extending professional guidance to the participants.

CONTACT SESSIONS: Convenient timed class sessions, workshops, seminars and training sessions will be held in all the Phases of the program.

AWARD OF CERTIFICATION IN RESEARCH METHODOLOGY

CASME&T is an Education Trust offering its own Management Courses and Training and not affiliated to any University and will be awarding its own Certification in Research Methodology after successful completion of the course & submission of research report.

The course is designed to equip participants to gain professional knowledge for the purpose of career progression.

COURSE GRADES

The quality of work done by a student is recorded at the end of each Phase in the form of grade report. The grade indicates the degree of proficiency the student has achieved in the course as determined by written assignments, seminars, group discussions case studies, writing articles,, class tests, and examinations. Grades will be issued to the students after the end of each Phase. Each student is graded according to individual achievement and numerical scale is as follows:

☑ Excellent ☐ Good ☐ Average

Percentage of Marks	Grade Points	Credit Grade Points	Letter Grade	Average Performance
90-100	4.0	20.0	A+	OUTSTANDING PERFORMANCE
80-89	3.8	19.0	A	Mastery of facts, creative use of Data and analytical evaluation.
70-79	3.6	18.0	A-	ABOVE AVERAGE PERFORMANCE
60-69	3.3	16.5	B+	Knowledge of facts, creative use of Data and adequate evaluation.
50-59	3.0	15.0	B	AVERAGE PERFORMANCE

CREDIT GRADE POINT AVERAGE = TOTAL CREDIT GRADE VALUE / TOTAL NO. CREDITS

= 3.5 FINAL AVERAGE (A-)

SCHEME OF EXAMINATION/CONTINUOUS EVALUATION

PHASE 1
COMPULSORY INDUSTRY BASED COURSES & TRAINING

Group A: Substantive Assessment (Each Subject): 100 Marks
Assignment and Case Studies/Tests: 25 Marks
Industry Visits and Reporting: 50 Marks
Viva Voice: 25 Marks
Group B: Examination Objective & Descriptive: 100 Marks
Group C: Practical Training Component Assessment: 100 Marks

PHASE 2
RESEARCH METHODOLOGY

Group A: Substantive Assessment: 100 Marks
Assignment and Case Studies/Tests: 25 Marks
Industry Visits and Reporting: 25 Marks.
Writing an essay any given topic: 50 Marks
Viva Voice: 25 Marks
Group B: Writing an Article for Publication: 100 Marks
Group C: Examination Objective and Descriptive: 100 Marks

PHASE 3
INDUSTRY INTERFACE RESEARCH PROGRAM

Group A: Practical Assessment - Presentations: 100 Marks
Group B: Viva Voice: 100 Marks

PHASE 4
RESEARCH REPORT SUBMISSION

Group A: Viva Voce Final Research Report Submission: 100 Marks
Group B: Final Research Report Evaluation (Internal & External): 200 Marks

TOTAL MARKS: (PHASE 1+2+3+4) = 1100 Marks

Note: To evaluate the performance, grading system is followed. Minimum B grade (50% marks) is required to be obtained in each group. The Cumulative Grade Point Average (CGPA) should be an aggregate of 3.00 to complete the course.