

## **Internship Programme**

### **Research Methodology (For Undergraduate Students)**

**Course Duration:** 70 - 72 Hours

**Course Type:** Internship Programme

**Eligibility:** Undergraduate students of Commerce, Economics, Any discipline

**Mode:** Workshops, Practical Sessions, and Guided Research Work

### **Structure of Internship**

Total Hours: 72 Hours

Theory Component: 30 Hours

Field Work Component: 42 Hours

#### **1. Course Introduction**

Research plays a vital role in the advancement of knowledge and academic development. This internship programme is designed to provide undergraduate students with fundamental knowledge of research methodology and academic writing. The programme focuses on developing the ability to identify research problems, review existing literature, design research methodology, and prepare a structured research synopsis.

Through interactive lectures, workshops, and practical assignments, students will gain hands-on experience in preparing research proposals and presenting their research ideas effectively.

#### **2. Course Objectives**

The main objectives of this internship programme are:

1. Introducing **basic concepts of research and scientific inquiry.**
2. Developing skills in **identifying research problems and formulating research questions.**
3. Training students in conducting **systematic literature reviews.**
4. Enhancing students' abilities in **academic writing and referencing.**
5. Familiarizing students with **research design, sampling methods, and data collection techniques**
6. Analysing and Interpretation of data using statistical tools
7. Providing practical training in **writing and presenting a research synopsis.**

#### **3. Course Outcomes**

After completing the internship programme, students will be able to:

1. Understand the **basic principles of research methodology.**
2. Identify and formulate **relevant research problems.**

3. Conduct a **comprehensive literature review using academic databases.**
4. Design appropriate **research methods and sampling strategies.**
5. Prepare a **structured report writing.**
6. Demonstrate **effective academic writing and presentation skills.**

#### 4. Course Structure (70 -72 Hours)

##### Day-wise Training Schedule

Activity	Type of Activity	Topic / Activity	Hours
1.	Theory	Introduction to Research: Meaning, Importance, Scope and Types of Research (Qualitative and Quantitative Approaches)	4
2.	Field Work	Research Problem Identification, Topic Selection  Writing Problem Statement and Defining Research Objectives	4
3.	Field Work	Finalization of Topic and Identification of Target Respondents/Business/ Area	3
4.	Theory	Literature Review: Meaning, Sources and Importance  Searching Research Articles, Journal Databases and Organising Literature	3
5.	Field Work	Formulation of Research Objectives, Research Questions and Variables  Hypothesis Development and Conceptual Framework	4
6.	Theory	Sampling Techniques and Sample Size Determination	2
7.	Theory	Data Collection Methods and Measurement Scales  Questionnaire Design and Survey Techniques	4
8.	Field Work	Pilot Survey, Questionnaire Testing and Initial Field Observation	4
9.	Theory	Introduction to Data Coding, Data Entry and Descriptive Statistics using Excel/SPSS	2
10.	Theory	Statistical Analysis using SPSS: Correlation, t-Test, ANOVA and Regression	2
11.	Field Work	Data Coding, Reliability Testing and Questionnaire Improvement	4
12.	Field Work	Actual Data Collection – Phase I	4

13.	Field Work	Actual Data Collection – Phase II	4
14.	Field Work	Final Data Entry, Data Cleaning and Coding	2
15.	Field Work	Final Data Analysis and Hypothesis Testing	6
16.	Theory	Preparation of charts/tables/graphs	4
17.	Theory	Report Writing Part I – Introduction, Literature Review and Methodology	4
18.	Theory	Report Writing Part II – Findings, Suggestions and Conclusion	4
19.	Theory	Academic Presentation Skills and Viva Preparation	2
20.	Field Work	Preparation of Final Report and PowerPoint Presentation	3
21.	Field Work	Final Editing, Formatting and Mentor Review	2
22.	Evaluation	Final Presentation, Viva Voce and Submission	1

**Total Duration: 72 hours**

## **5. Module Details**

### **Module 1: Introduction to Research**

**Type of Activity: Theory**

**Duration: 4 Hours**

- Meaning and characteristics of research
- Importance and scope of research
- Types of research
- Role of research in academics and business
- Research process and stages
- Research ethics and academic integrity
- Identification of study area/respondents
- Ethical issues in data collection

### **Module 2 : Research Problem Identification and Research Objectives and Problem Statement**

**Type of Activity: Field Work**

**Duration: 4 Hours**

- Meaning of research problem
- Research gap identification
- Selection of research topic
- Formulation of research problem
- Writing problem statement
- Defining research objectives
- Formulation of research questions

- Scope of the study

### **Module 3: Field Identification and Topic Finalization**

**Type of Activity:** Field Work

**Duration:** 3 Hours

- Identification of respondents/business area
- Topic finalization
- Initial field interaction
- Selection of target population

### **Module 4: Literature Review and Database Searching and Literature Organization**

**Type of Activity:** Theory

**Duration:** 3 Hours

- Meaning and importance of literature review
- Sources of literature
- Reviewing journal articles
- Research gap analysis
- Searching databases and journals
- Organizing research papers
- Citation practices
- Reference management tools

### **Module 5: Research Objectives and Variables and Hypothesis Development**

**Type of Activity:** Field Work

**Duration:** 4 Hours

- Research objectives
- Research questions
- Types of variables
- Conceptual understanding of variables
- Concept of hypothesis
- Types of hypotheses
- Hypothesis formulation
- Conceptual framework preparation

### **Module 6: Sampling Techniques**

**Type of Activity:** Theory

**Duration:** 2 Hours

- Population and sample
- Probability sampling
- Non-probability sampling
- Sample size determination

### **Module 7: Data Collection Methods and Questionnaire Design**

**Type of Activity:** Theory

**Duration:** 4 Hours

- Questionnaire method
- Interview and observation
- Measurement scales
- Likert scale and survey methods
- Questionnaire drafting
- Question sequence and structure
- Survey techniques
- Questionnaire validation

### **Module 8: Pilot Survey and Field Observation**

**Type of Activity:** Field Work

**Duration:** 4 Hours

- Pilot testing
- Field observation
- Initial respondent interaction
- Pilot data collection

### **Module 9: Data Coding and Data Entry**

**Type of Activity:** Theory

**Duration:** 2 Hours

- Data coding
- Data entry using Excel/SPSS
- Descriptive statistics
- Data preparation

### **Module 10: Statistical Analysis using SPSS**

**Type of Activity:** Theory

**Duration:** 2 Hours

- Correlation analysis
- t-Test and ANOVA
- Regression analysis
- Interpretation of statistical results

### **Module 11: Data Coding, Reliability Testing and Questionnaire Improvement**

**Type of Activity:** Field Work

**Duration:** 4 Hours

- Reliability testing
- Cronbach Alpha
- Questionnaire improvement
- Data verification

### **Module 12: Data Collection – Phase I**

**Type of Activity:** Field Work

**Duration:** 4 Hours

- Primary data collection
- Survey administration
- Respondent interaction
- Field supervision

### **Module 13: Data Collection – Phase II**

**Type of Activity:** Field Work

**Duration:** 4 Hours

- Continuation of data collection
- Survey completion
- Data verification
- Respondent follow-up

### **Module 14 : Data Cleaning and Coding**

**Type of Activity:** Field Work

**Duration:** 2 Hours

- Data cleaning
- Coding final responses
- Handling missing values
- Preparing dataset for analysis

### **Module 15: Final Data Analysis Hypothesis Testing**

**Type of Activity:** Field Work

**Duration:** 6 Hours

- Hypothesis testing
- Data interpretation
- Statistical reporting
- Result preparation

### **Module 16 :Preparation of charts/tables/graphs**

**Type of Activity:** Theory

**Duration:** 4 Hours

- Types of charts and graphs
- Bar chart, pie chart, line graph, histogram, scatter diagram

### **Module 17: Report Writing – Part I**

**Type of Activity:** Theory

**Duration:** 4 Hours

- Writing introduction

- Review of literature
- Research methodology
- Data analysis section

### **Module 18 : Report Writing – Part II**

**Type of Activity:** Theory

**Duration:** 4 Hours

- Findings and observations
- Suggestions and recommendations
- Conclusion writing
- Final report drafting

### **Module 19: Presentation Skills**

**Type of Activity:** Theory

**Duration:** 2 Hours

- Presentation techniques
- Academic communication
- Viva preparation
- Confidence building

### **Module 20: Final Report and PPT Preparation**

**Type of Activity:** Field Work

**Duration:** 3 Hours

- Preparation of final report
- PPT design and formatting
- Presentation preparation
- Mentor guidance

### **Module 21: Editing and Mentor Review**

**Type of Activity:** Field Work

**Duration:** 2 Hours

- Final editing
- Formatting and proofreading
- Mentor review
- Corrections and improvements

### **Module 22 Final Evaluation**

**Type of Activity:** Evaluation

**Duration:** 1 Hours

- Final presentation
- Viva voce
- Submission of report
- Programme evaluation

## 6. Evaluation Criteria

<b>Component</b>	<b>Marks</b>
Attendance and Participation	20
Literature Review Assignment	20
Report Writing	30
Presentation and Viva	30

**Total: 100 Marks**

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