

Branch Name	Master of Design (Fashion Design)
Branch Code	FD201
Course Name:	Research Methodology-I
Course Code	2FD2010107
Pre-requisite Course:	-----

Course Objectives:

1. To introduce the fundamental concepts, principles, and processes of research relevant to design and fashion studies.
2. To develop skills in identifying research problems and formulating research objectives through systematic inquiry.
3. To familiarize students with qualitative and quantitative research methods, data collection techniques, and research design.
4. To enhance the ability to review, analyze, and synthesize literature from academic and professional sources.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	10	25	10	25	-	-	-	-	50

Subject Content:

Sr.No	Topic	Total Hours	Weightage (%)
1	Foundations of Research in Design • Meaning, nature, scope, and significance of research • Research paradigms: Qualitative, Quantitative, and Mixed Methods • Types of research in design: Basic, Applied, Action, Exploratory, Descriptive, and Experimental Research • Design Thinking and Research Integration • Identifying research problems and formulating research questions • Literature review: Sources, techniques, and critical analysis • Research ethics, plagiarism, and intellectual property rights	6	25%
2	Research Design and Data Collection Methods • Research design and research planning • Sampling techniques: Probability and Non-probability sampling • Primary and secondary data sources • Qualitative methods: - o Interviews - o Focus groups - o Ethnographic studies - o Observation techniques	6	25%

	- o User-centered research • Quantitative methods: - o Surveys - o Questionnaires - o Experimental studies • Visual and design-based research methods • Case study approach in design research		
3	Data Analysis and Interpretation • Organizing and managing research data • Qualitative data analysis: - o Coding - o Thematic analysis - o Content analysis • Quantitative data analysis: - o Descriptive statistics - o Inferential statistics - o Correlation and hypothesis testing • Data visualization techniques • Interpretation of findings in design contexts • Reliability, validity, and trustworthiness of research • Use of digital tools and software for research analysis	6	25%
4	Research Reporting and Design Dissertation • Structure of a research report and dissertation • Academic writing and citation styles (APA, MLA, Chicago) • Preparation of research proposals • Writing abstracts, introductions, methodology, findings, and conclusions • Presentation and communication of research outcomes • Design documentation and portfolio-based research reporting • Publication of research papers and conference presentations Emerging trends in design research and innovation	6	25%

Reference Books:

S.No	Books
1	Research Methodology: Methods and Techniques – C. R. Kothari & Gaurav Garg, New Age International Publishers, 2024.
2	Research Methodology: A Step-by-Step Guide for Beginners – Ranjit Kumar, Sage Publications India, 2012
3	Research Methodology in Social Sciences – O. R. Krishnaswami & M. Ranganatham, Himalaya Publishing House, 2020
4	Fundamentals of Research Methodology and Statistics – Yogesh Kumar Singh, New Age International Publishers, 2011.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom Taxonomy Level
CLO1	The fundamental concepts, types, and processes of research relevant to design and fashion studies.	1 Remembering
CLO2	Formulate research problems, objectives, and hypotheses based on identified research gaps.	2 Understanding
CLO3	Conduct literature reviews and critically evaluate scholarly sources for research investigations.	3 Applying
CLO4	Apply appropriate qualitative and quantitative research methods for data collection and analysis.	4,5 Evaluate, Analyse
CLO5	Develop a research proposal incorporating suitable research design, methodology, and ethical considerations.	3, 6 Applying, Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (PO's)										Program Specific Outcomes (PSO)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	L			H							M	
CLO 2		M				L	L					
CLO 3			M		M					H		M
CLO 4	H							M			M	
CLO 5		M			L	M			L			L
CLO 6				H	H				H	M	H	

H: High, M: Medium, L: Low