

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(17D20301) RESEARCH METHODOLOGY /

UNIT I

Meaning of Research – Objectives of Research – Types of Research – Research Approaches – Guidelines for Selecting and Defining a Research Problem – research Design – Concepts related to Research Design – Basic Principles of Experimental Design.

UNIT II

Sampling Design – steps in Sampling Design – Characteristics of a Good Sample Design – Random Sampling Design.

Measurement and Scaling Techniques-Errors in Measurement – Tests of Sound Measurement – Scaling and Scale Construction Techniques – Time Series Analysis – Interpolation and Extrapolation.

Data Collection Methods – Primary Data – Secondary data – Questionnaire Survey and Interviews.

UNIT III

Correlation and Regression Analysis – Method of Least Squares – Regression vs Correlation – Correlation vs Determination – Types of Correlations and Their Applications

UNIT IV

Statistical Inference: Tests of Hypothesis – Parametric vs Non-parametric Tests – Hypothesis Testing Procedure – Sampling Theory – Sampling Distribution – Chi-square Test – Analysis of variance and Co-variance – Multi-variate Analysis.

UNIT V

Report Writing and Professional Ethics: Interpretation of Data – Report Writing – Layout of a Research Paper – Techniques of Interpretation- Making Scientific Presentations in Conferences and Seminars – Professional Ethics in Research.

Text Books:

1. Research Methodology: Methods And Techniques – C.R.Kothari, 2nd Edition, New Age International Publishers.
2. Research Methodology: A Step By Step Guide For Beginners- Ranjit Kumar, Sage Publications (Available As Pdf On Internet)


DIRECTOR
Academic & Planning
JNT University Anantapur,
Ananthapuramu-515 002,

3. Research Methodology And Statistical Tools – P.Narayana Reddy And G.V.R.K.Acharyulu, 1st Edition,Excel Books,New Delhi.

REFERENCES:

1. Scientists Must Write - Robert Barrass (Available As Pdf On Internet)
2. Crafting Your Research Future –Charles X. Ling And Quiang Yang (Available As Pdf On Internet)


DIRECTOR
Academic & Planning
JNT University Anantapur,
Ananthapuramu-515 002.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(17D20303) INTELLECTUAL PROPERTY RIGHTS

UNIT – I

Introduction To Intellectual Property: Introduction, Types Of Intellectual Property, International Organizations, Agencies And Treaties, Importance Of Intellectual Property Rights.

UNIT – II

Trade Marks : Purpose And Function Of Trade Marks, Acquisition Of Trade Mark Rights, Protectable Matter, Selecting And Evaluating Trade Mark, Trade Mark Registration Processes.

UNIT – III

Law Of Copy Rights : Fundamental Of Copy Right Law, Originality Of Material, Rights Of Reproduction, Rights To Perform The Work Publicly, Copy Right Ownership Issues, Copy Right Registration, Notice Of Copy Right, International Copy Right Law.

Law Of Patents : Foundation Of Patent Law, Patent Searching Process, Ownership Rights And Transfer

UNIT – IV

Trade Secrets : Trade Secrete Law, Determination Of Trade Secrete Status, Liability For Misappropriations Of Trade Secrets, Protection For Submission, Trade Secrete Litigation.

Unfair Competition : Misappropriation Right Of Publicity, False Advertising.

UNIT – V

New Development Of Intellectual Property: New Developments In Trade Mark Law ; Copy Right Law, Patent Law, Intellectual Property Audits.

International Overview On Intellectual Property, International – Trade Mark Law, Copy Right Law, International Patent Law, International Development In Trade Secrets Law.

TEXT BOOKS & REFERENCES:

1. Intellectual Property Right, Deborah. E. Bouchoux, Cengage Learning.
2. Intellectual Property Right – Nileshmy The Knowledge Economy, Prabuddha Ganguli, Tate Mc Graw Hill Publishing Company Ltd.,


DIRECTOR

**Academic & Planning
JNT University Anantapur.
Ananthapuramu-515 002.**