

UNDERGRADUATE PROGRAMME IN BACHELOR OF MANAGEMENT STUDIES

PAPER No. 9 RESEARCH METHODOLOGY

Learning Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business research.

Course Contents:

Unit I

Lectures: 8

Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem vs. Business Research problem.

Unit II

Lectures: 12

Research Design: Exploratory, Descriptive & Causal. Validity in experimentation-internal validity and external validity. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

Unit III

Lectures: 10

Primary Data Collection: Survey Vs Observations. Random sample collection methods. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques.

Unit IV

Lectures: 10

Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, and Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design. Fundamentals of Scale Evaluation-Reliability, Validity and Generalizability Sampling: Sampling techniques, determination of sample size using statistical techniques, Cronbach's Alpha test for reliability(using software).

Unit V

Lectures: 16

Data and the Methods of Analysis: Analysis of Variance (ANOVA) One-Way & Two-Way, Chi square test (goodness of Fit). Multivariate Data Analysis: Factor Analysis(Principal Component Analysis), Discriminant Analysis. Above statistical test also to be explained using statistical software package.

Text Books:

1. Chawla, D, & Sondhi,N. (2011) *Research Methodology Concepts and Cases* (1st ed.). Vikas Publishing House
2. Malhotra, N & Dash. S (2010) *Marketing Research An Applied Orientation* (6th ed.). Pearson, Prentice Hall of India.

References:

1. Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. (2013). *Business Research Methods* (9th ed.). Cengage Learning.
2. Johnson, R.A. & Wichern, D.W. (1997) *Business Statistics-Decision Making with Data* (1st ed.). John Wiley & Sons.
3. Cooper, D.R. & Schindler, P.S. (2008) *Business Research Methods* (10th ed.). McGraw Hill Education.