

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post Graduate Diploma in Management (PGDM)
Research Methods for Management (QM503)
CREDIT: Full (Two credits)
SESSION DURATION: 60/120 Minutes

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TERM: III
YEAR: 2018-2020
BATCH-I

Course Outline and Session Plan

Course Introduction

The goal of Research Methods is to learn how research is being done, and to put that knowledge into practice. Research Methods for Management is a hands-on course designed to impart education in the foundational methods and techniques of research in social sciences and business management. Students would be exposed to various aspects of research framework i.e., problem definition, research design, data collection, report writing, and the likes. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing.

Course Objectives

The objective of the course is to make students familiar with the basic knowledge and some of the tools and techniques of Quantitative Research which they can use in their own research. More particularly,

- To acquaint the participants with research methods.
- To provide insight into the process of research for carrying out a research study.
- To provide ability to use the results of research study for decision making and policy formulation.

Learning Outcome	Description
L01 Subject Knowledge	<ul style="list-style-type: none">• To make the students aware of the fundamentals of quantitative research
L02 Concept Application	<ul style="list-style-type: none">• To acquaint the students with various tools and techniques of business research
L03 Business Application	<ul style="list-style-type: none">• To be able to apply the learnings of the course in different business application areas using various statistical software covered during the course
L04 Communication	<ul style="list-style-type: none">• To be able to convey the analytical results of various business problems to the management in a layman's

	language
L05 Responsible Business	<ul style="list-style-type: none"> To be able to understand the ethical aspects of research and conduct business research responsibly

Pedagogy

This course will have interactive sessions where attempt will be made to understand the theories and concepts through discussion of the readings and their application in caselets and exercises. Hence a high degree of participation and preparation is expected from the student. Teaching methods include readings, lectures, group works & exercises, case discussions and term project.

Group Project: Each group is expected to work on the term project allocated by the instructor. Project evaluation will be based on the presentation and report submitted by the group.

Evaluation

The course grade will be based on the following:

No.	Evaluation Component	Weightage
1	Class Participation	10%
2	Quizzes	20%
3	Group Project	10%
4	Mid term	30%
5	End term	30%

Course Reference:

- * **Deepak Chawla & Neena Sondhi, “Research Methodology – Concepts and Cases” (Vikas Publishing House Pvt. Ltd.) [Latest edition].**
- * **Students are expected to carry this book the class room for solving of the cases. The book can be issued from IMI library.**
- * **William G. Zikmund, “Business Research Methods” (Thomson Asia Pvt. Ltd.). [Latest Edition].**

Session Plan

Sl. no.	Topic/s	Book Chapters (from Chawla & Sondhi) and Cases	Learning Outcomes	Resource Person
1 - 2	Introduction to Research Methodology * Features of a Good Research Study * Role of Research in Various Functional Areas of Management * Types & Process of Research * Defining Research Problem and Formulation of Hypothesis * Ethics in Research	Chapters 1 & 2 Attempt from Chawla & Sondhi: (I) Case 2.2: Danish International (A) (Page 45)	LO1, LO5	RK
3	Research Design * Meaning * Classification of Research Designs * The basis of classification of various types of Designs.	Chapter 3 & 4 Attempt from Chawla & Sondhi: Case 3.1: Keep your City Clean: Environmental Concerns (Page 66)	LO1, LO2	RK
4 - 5	Methods of Data Collection * Types of Data – Primary & Secondary * Methods of Collecting Primary Data * Qualitative Vs. Quantitative Research * Qualitative Techniques of Data Collection * Evaluation of Secondary Data	Chapters 5 & 6 Attempt from Chawla & Sondhi: (I) Case 5.1: The Pink Dilemma (Page 118)	LO1, LO2	RK
6 - 7	Measurement & Scaling Techniques * Different Types of Measurement * Scales for Rating & Attitude Measurement * Various formats of Rating Scales * Classification of Good Measurement –	Chapter 7 Attempt from Chawla & Sondhi: (I) Case 7.1: Tupperware India Pvt. Ltd. (Page 169)	LO1, LO2, LO5	RK

	Reliability, Validity and Sensitivity			
8 - 9	Questionnaire Design * What should be asked? * Phrasing & Designing Questions	Chapter 8 Attempt: (I) Business World	LO1, LO2, LO5	RK
10	Sampling & Sampling Designs * Various Sampling Concepts * Determination of Sample Size	Chapter 9 Attempt: (I) Dexter's Department Store	LO1, LO2	RK
11	Data Preparation * Coding, Editing, Data Processing Facilities & Methods	Chapter 10 Attempt from Chawla & Sondhi: (I) Case 7.1: Tupperware India Pvt. Ltd. (Page 194) (II) Exercise on Coding (Times of India)	LO1, LO2, LO3, LO4	SM
12- 13	Analysis Of Data – I: Descriptive Analysis of Univariate & Bivariate Data * Frequency Tables & Charts, Descriptive Statistics - Measures of Central Tendency & Dispersion * Cross tabulation, * Rank order, * Data transformation	Chapter 11 Attempt from Chawla & Sondhi: (I) Case 11.1: Eating Out Habits of Individuals (Page 353)	LO1, LO2, LO3, LO4	SM
14 -16	Analysis Of Data – II: General Hypothesis Testing Procedures * t- Test – paired sample t-test, one sample t-test, two-sample independent t-test * One way & Two way ANOVA, Two way Factorial Design	Chapter 12 Attempt from Chawla & Sondhi: (I) Case 12.1: Comparative Perception of Mess Food vis-a-vis Dhabas – A Case of IIFT (Page 398) (II) Case 12.2 : Perception of People about Ban on Plastic	LO1, LO2, LO3, LO4	SM

	ANOVA	Bags in Delhi (Page 401)		
17-20	Analysis Of Data – III: General Hypothesis Testing Procedures * Correlation, * Regression, Elasticity of demand, Forecasting	Chapters 13 & 15 Attempt from Chawla & Sondhi: Few cases will be given in the class	LO1, LO2, LO3, LO4	SM