

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Fellow Programme in Management (FPM)
Research Methods for Management
CREDIT: Two credits
SESSION DURATION: 60 Minutes

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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:

- 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 Outcomes	Description
L01 Subject Knowledge	• To make the students aware of the fundamentals of Business Research
L02 Concept Application	• To acquaint the students with concepts and linking it to real problems faced by corporations
L03 Business Application	• To be able to apply the learnings of the course in different business problems by using various tools and techniques covered during the course
L04 Communication	• To be able to convey the analytical results of various business problems to the management in a research language
L05 Responsible Business	• To be able to understand the ethical aspects of research and business and conduct it 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	Learning Outcomes	Weightage
1	Class Participation	LO1, LO2, LO3, LO4	10%
2	Quizzes	LO1, LO2, LO3	20%
3	Project: Presentation & Report	LO1, LO2, LO3, LO4, LO5	15% + 15%
4	End term	LO1, LO2, LO3, LO4	40%

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 to the class room for solving of the cases.**
- * William G. Zikmund, “Business Research Methods” (Thomson Asia Pvt. Ltd.) [Latest Edition].

Session Plan

Sl. no.	Topic/s	Essential Readings (from Chawla & Sondhi)	Book Chapters (from Chawla & Sondhi) and Cases	Learning Objectives
1 - 2	Introduction to Research Methodology and Writing of a Project Report	<ul style="list-style-type: none"> * 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 	Chapters 1 & 2 Attempt from Chawla & Sondhi: (I) Case 2.2: Danish International (A) (Page 45) (II) Case 2.3: Bharat Sports Daily (A) (Page 46)	LO1, LO2
3	Research Design	<ul style="list-style-type: none"> * 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)	LO2, LO3, LO4, LO5

4 - 5	Methods Of Data Collection	<ul style="list-style-type: none"> * 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) (II) E-food and the Online Grocery Competition (B)	LO2, LO3, LO4, LO5
6 - 7	Measurement & Scaling Techniques	<ul style="list-style-type: none"> * Different Types of Measurement * Scales for Rating & Attitude Measurement * Various formats of Rating Scales * Classification of Good Measurement – Reliability, Validity and Sensitivity 	Chapter 7 Attempt from Chawla & Sondhi: (I) Case 7.1: Tupperware India Pvt. Ltd. (Page 169)	LO2, LO3, LO4, LO5
8 - 9	Questionnaire Design	<ul style="list-style-type: none"> * What should be asked? * Phrasing & Designing Questions 	Chapter 8 Attempt: (I) Business World	LO2, LO3, LO4, LO5
10	Sampling & Sampling Designs	<ul style="list-style-type: none"> * Various Sampling Concepts * Determination of Sample Size 	Chapter 9 Attempt: (I) Dexter's Department Store	LO2, LO3, LO4, LO5
11	Data Preparation	<ul style="list-style-type: none"> * 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)	LO2, LO3, LO4, LO5
12-13	Analysis Of Data – I	Descriptive Analysis of Univariate & Bivariate Data <ul style="list-style-type: none"> * 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)	LO2, LO3, LO4
14 - 15	Analysis Of Data – II	General Hypothesis Testing Procedures <ul style="list-style-type: none"> * t- Test – paired sample t-test, one sample t-test, two-sample independent t-test * One way & Two way ANOVA, 	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	LO2, LO3, LO4, LO5

		Two way Factorial Design ANOVA	about Ban on Plastic Bags in Delhi (Page 401)	
16- 18	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	LO2, LO3, LO4, LO5
19- 20	PROJECT PRESENTATIONS			LO2, LO3, LO4, LO5