International Management Institute, Bhubaneswar
Research Methods for Management (QM503)

PGDM (2014 – 2016) – Term III

Course Outline

Instructor: Prof. Padmini Jindal

Email: padmini@imibh.edu.in

Objectives:

- To acquaint the participants with business 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.

Course Text:

- Zikmund, W. G. et al. 2013, Business Research Methods, 8th edn. Cengage Learning, India [BRM].

Supplementary Reading:

- Chawla, D. & Sondhi, N. 2011, Research Methodology – Concepts and Cases, 1st edn. Vikas Publishing House Pvt. Ltd., India.

- Kothari, C. R. & Garg, G. 2014, Research Methodology: Methods and Techniques, 3rd edn. New Age International, India.

Session No.	Topics	Readings / Cases

1	**Role of Business Research**
	
	∗ Nature of Business Research
	∗ Meaning of Research
	∗ Applied and Basic Business Research
	∗ Identifying Problems or Opportunities
	∗ When is Business Research Needed?
		Read: Chapter 1 from BRM
		Attempt:
		  (I) <u>**Caselet**</u> : Harley-Davidson Goes Abroad *(from BRM, page 11)*
		  (II) <u>**Caselet**</u> : Business Class Success? *(from BRM, page 12)*

2-3	**Theory Building & Business Research Process**
	
	∗ What is a Theory?
	∗ Research Concepts & Constructs
	∗ Research Propositions & Hypotheses
	∗ Types of Business Research
	∗ Stages in the Research Process
		Read: Chapters 3 & 4 from BRM
		Attempt:
		  (I) <u>**Caselet**</u> : Cute, Funny, or Sexy? What Makes a Mascot Tick? *(from BRM, page 57)*
		  (II) <u>**Caselet**</u> : Whines for Wines *(from BRM, page 58)*
		  (III) <u>**Case 4.1**</u> : A New "Joe" on the Block *(from BRM, page 83-84)*

4-5	**Problem Definition** ∗ Problem-Definition Process	**Read:** Chapter 6 from BRM **Attempt:** (I) <u>**Caselet**</u> : Good Answers, Bad Questions?

	- Understand the Business Decision - Identifying the Relevant Issues from the Symptoms - Writing Managerial Decision Statements and Corresponding Research Objectives - Determine the Unit of Analysis - Determine Relevant Variables	*(from BRM, page 121)* (II) <u>**Caselet**</u> **:** Why Did Our Employees Leave? FleetBoston's Initiative to Stop the Exit *(from BRM, page 122)* (III) <u>**Caselet**</u> **:** What Features Indian Women want in a Scooter? *(from BRM, page 123)* (IV) <u>**Caselet**</u> **:** Pricing Turbulence *(from BRM, page 133)*
6-7	**Qualitative Research Tools** - What is Qualitative Research? - Qualitative versus Quantitative Research - Phenomenology - Ethnography - Grounded Theory & Case Studies - Focus Group Interview and Other Common Techniques Used in Qualitative Research	**Read:** Chapter 7 from BRM **Attempt:** (I) <u>**Caselet**</u> **:** Surprises at P&G! *(from BRM, page 146)* (II) <u>**Caselet**</u> **:** Kirana Stores *(from BRM, page 147)* (III) <u>**Caselet**</u> **:** Overworked and Overpaid? Ethical Issues in Choosing Focus Group Respondents *(from BRM, page 157)* (IV) <u>**Case 7.1**</u> **:** Disaster and Consumer Value *(from BRM, page 175)*
8	**Secondary Data** - Advantages & Disadvantages of Secondary Data - Trend Analysis - Model Building - Forecasting Sales - Data Mining - Sources of Secondary Data	**Read:** Chapter 8 from BRM **Attempt:** (I) <u>**Caselet**</u> **:** Mining Data from Blogs *(from BRM, page 186)* Exercises Using MS Excel.
9-10	**Survey Research: Collecting Primary Data** - Advantages of Surveys - Errors in Survey Research - Personal Interviews - Telephone Interviews - Self-Administered Questionnaires - Ethical Issues in Survey Research	**Read:** Chapters 9-10 from BRM **Attempt:** (I) <u>**Case 9.3**</u> **:** An Indian Case on Survey Research: Census of India – "Our Census – Our Future" *(from BRM, page 225)*
11	**Measurement & Scaling Concepts** - Relationship Between Measurement Error and Scaling Concepts - Levels of Scale Measurement - Criteria for Good Measurement	**Read:** Chapter 13 from BRM
12-13	**Sampling & Sampling Designs**	**Read:** Chapter 16 from BRM

	* Why Sample? * Defining the Target Population * The Sampling Frame * Sampling Units * Random Sampling * Probability versus Nonprobability Sampling	
14	**Analysis of Data – I** * Descriptive and Inferential Statistics * Measures of Central Tendency & Dispersion * Preparation of Cross Tables And its Interpretation * Data Transformation	**Read:** Chapter 17 from BRM Exercises Using IBM SPSS Statistics 20.
15-16	**Analysis of Data – II** * General Hypothesis Testing Procedure * One Sample Test * Two Sample Test – Tests for Mean and Proportion * Application of Chi-square Analysis	**Read:** Chapters 21-22 from BRM Exercises Using IBM SPSS Statistics 20.
17-18	**Bivariate & Multivariate Statistical Analysis** * Simple Correlation Coefficient * Regression Analysis * Ordinary Least-Squares (OLS) Method of Regression Analysis * Multiple Regression Analysis	**Read:** Chapters 23-24 from BRM Exercises Using IBM SPSS Statistics 20.
19-20	**PROJECT PRESENTATIONS & COURSE REVIEW**	

Note: The session plan is subject to modifications.

COURSE EVALUATION

Class Participation	10
Quizzes (2)	10
Mid-term Examination	30
Assignments/Project	15
End-term Examination	35

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