



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

Research Methods for Management (QM503)

CREDIT: Full credit (3 credits)

SESSION DURATION: 90/180 Minutes

TERM: III

YEAR: 2016-2018

BATCH-I

Course Outline and Session Plan

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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 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	5%
2	Quizzes	20%
3	Group Project: Presentation + Report	10% + 10%
4	Mid term	25%
5	End term	30%

Course Reference:

- * Deepak Chawla & Neena Sondhi, "Research Methodology – Concepts and Cases" (Vikas Publishing House Pvt. Ltd.) [Latest edition].
- * 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 Outcomes
1 - 3	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) <u>Case – 2.3</u> : Bharat Sports Daily (A) (page 43) (II) Hamilton Bank (A) (III) Dupont has Designs on Fashion (IV) <u>Case – 2.2</u> : Danish International (A) (page 42)	LO1, LO5
4	Research Design	<ul style="list-style-type: none">* Meaning* Classification of Research Designs* The basis of classification of	Chapter 3 & 4 Attempt from Chawla & Sondhi: Case 3.1: Keep your City Clean:	LO1, LO2

		various types of Designs.	Environmental Concerns (Page 60)	
5 & 6	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 	<p>Chapters 5 & 6 Attempt from Chawla & Sondhi:</p> <p>(I) <u>Case – 5.1</u> : The Pink Dilemma (from Text, page 105)</p> <p>(II) E-food and the Online Grocery Competition (B)</p> <p>Attempt from Zicmund: (III) Case 8.2: An Indian Case (Page 197)</p> <p>(IV) Case 9.3: Census of India (Page 223)</p>	LO1, LO2
7 & 8	Measurement & Scaling Techniques	<ul style="list-style-type: none"> * Different Types of Measurement * Scales for Rating & Attitude * Various formats of Rating Scales * Classification of Good Measurement – Reliability, Validity and Sensitivity 	<p>Chapter 7 Attempt from Chawla & Sondhi:</p> <p>(I) <u>Case – 7.1</u>: Tupperware India Pvt. Ltd. (page 169)</p> <p>Attempt from Zicmund: Case 14.3: Attitudes toward Technology & Lifestyle (page 356)</p>	LO1, LO2, LO5
9-10	Questionnaire Design	<ul style="list-style-type: none"> * What should be asked? * Phrasing & Designing Questions 	<p>Chapter 8 Attempt:</p> <p>(I) Business World</p>	LO1, LO2, LO5
11-12	Sampling & Sampling Designs	<ul style="list-style-type: none"> * Various Sampling Concepts * Determination of Sample Size 	<p>Chapter 9 Attempt:</p> <p>(I) Tyme Inc.</p> <p>(II) Dexter’s Department Store</p> <p>Attempt from Zicmund: Case 16.1: Who’s Fishing? (Page 441)</p> <p>Case 17.1: Pointsec Mobile Technologies (Page 473)</p>	LO1, LO2
13	Data Preparation	Coding, Editing, Data Processing Facilities & Methods	<p>Pages 151 – 160 Attempt from Chawla & Sondhi:</p> <p>(I) <u>Case – 7.1</u>: Tupperware India Pvt. Ltd. (from Text, page 169)</p> <p>(II) Exercise on Coding (Times of India)</p>	LO1, LO2, LO3, LO4

14-15	Analysis Of Data – I	Descriptive Analysis of Univariate & Bivariate Data	Chapter 11 Attempt from Chawla & Sondhi: (I) <u>Case – 11.1</u> : Eating Out Habits of Individuals (from Text, page 317)	LO1, LO2, LO3, LO4
16-17	Analysis Of Data – II	General Hypothesis Testing Procedures	Chapter 12 & 14 Attempt from Chawla & Sondhi: (I) <u>Case – 12.1</u> : Comparative Perception of Mess Food vis-a-vis Dhabas – a Case of IIFT (from Text, page 354) (II) <u>Case – 12.2</u> : Perception of People about Ban on Plastic Bags in Delhi (from Text, page 357)	LO1, LO2, LO3, LO4
18-20	PROJECT PRESENTATIONS & COURSE REVIEW			LO2, LO3, LO4, LO5