INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post Graduate Diploma in Management (PGDM)
Research Methods for Management (QM503)
CREDIT: Full (three credits)
SESSION DURATION: 90/180 Minutes

TERM: II
YEAR: 2017-2019
BATCH-I

Course Outline and Session Plan

Name of the Faculty	:	**Prof. Supriti Mishra**
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Office Hours	:	10 am – 5.30 pm on weekdays
Consulting hours	:	3 pm – 5 pm on weekdays

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	• To make the students aware of the fundamentals of quantitative research
L02 Concept Application	• To acquaint the students with various tools and techniques of business research
L03 Business Application	• 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	• To be able to convey the analytical results of various business problems to the management in a layman's language

L05 Responsible Business	•	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].**

    * **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	Essential Readings (from Chawla & Sondhi)	Book Chapters (from Chawla & Sondhi) and Cases	Learning Outcomes
1 - 2	Introduction to Research Methodology and Writing of a Project Report	∗ 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) (III) Dupont has Designs on Fashion	LO1, LO5
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
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) (II) E-food and the Online Grocery Competition (B)	LO1, LO2
6 - 7	Measurement & Scaling Techniques	∗ 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)	LO1, LO2, LO5
8 - 9	Questionnaire Design	∗ What should be asked? ∗ Phrasing & Designing Questions	Chapter 8 Attempt: (I) Business World	LO1, LO2, LO5
10	Sampling & Sampling Designs	∗ Various Sampling Concepts ∗ Determination of Sample Size	Chapter 9 Attempt: (I) Dexter's Department Store	LO1, LO2

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
12-13	Analysis Of Data – I	Descriptive Analysis of Univariate & Bivariate Data	Chapter 11 Attempt from Chawla & Sondhi: (I) Case 11.1: Eating Out Habits of Individuals (Page 353)	LO1, LO2, LO3, LO4
14 - 15	Analysis Of Data – II	General Hypothesis Testing Procedures (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 about Ban on Plastic Bags in Delhi (Page 401)	LO1, LO2, LO3, LO4
16-18	Analysis Of Data – II	General Hypothesis Testing Procedures (Correlation, Regression/Multiple Regression & Doubt Clearance)	Chapters 13 & 15 Attempt from Chawla & Sondhi: Exercises will be given in the class	LO1, LO2, LO3, LO4
19-20	PROJECT PRESENTATIONS & COURSE REVIEW			LO2, LO3, LO4, LO5