Post Graduate Diploma in Management
Research Methods for Management (QM503)
2 Credit Course
Session Duration: 60/120 minutes

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Term – III
Academic Year: 2019-20
Batch-PGDM (2019-21)

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Consulting Hours:	Tuesday and Thursday 3.00 P.M to 4.30 P.M
Academic Year:	**2019-20**

Course Introduction

This course is designed to impart an in-depth understanding of basic methodologies to conduct independent qualitative and quantitative research in the areas of social sciences and business management. This course will focus on use of appropriate methodology and techniques to analyze both qualitative and quantitative data in specific research problems. The students should be able to understand how to define research problems specific to business environment that necessitates managerial decision making based on available data. The initial modules of the course would focus on research design, sampling design, measurement and scaling techniques, various methods of data collection. The subsequent modules would focus on processing and analyses of data and testing of hypotheses. The final modules shall focus on application of both descriptive and inferential statistical tools for data analysis. Throughout the course, emphasis will be on appropriate applications of statistical tools which can be applied in real time business environment for managerial decision making in a constantly changing business environment. The students can leave this course with a lot of confidence to conduct independent research in the areas of management.

Learning Outcomes

This course intends to enrich the subject knowledge on various research methods in management. At the end of the course, the student will be able:

- To demonstrate an understanding of various and fundamentals of qualitative and quantitative research. (LO-1)

- To distinguish between descriptive and causal research and use an appropriate research design for a specific research study (LO-2)

- Learn the use of various tools and techniques of management research (LO-3)

- To be able to analyze the data and draw objective inferences using appropriate analytical tools in specific research study (LO-4)

- To evaluate and interpret research findings and ethical dissemination of such research output(LO-5)

Course Pedagogy

The course will be delivered through a combination of lectures and classroom case discussions and group exercises. The course will focus on peer learning and group activities while applying appropriate research methods on contemporary data to infer solutions to practical business problems.   For maximum impact, students are expected to work on group term paper by using secondary and primary sources of data during the course. The students will be guided (group-wise) to complete a research paper as an evaluation component of the course. The students are expected to come prepared for the class by reading the prescribed materials. A few relevant cases shall be discussed in the class to strengthen the learning and to provide practical nuances of management research. Power point slides of class lectures and all other relevant material will be made available to students.

Course Reading

Reference Books

1. Research Methodology – Concepts and Cases, Deepak Chawla and Neena Sondhi, Vikas Publishing House Pvt. Ltd. (2016), (Second Edition).

2. Research Methodology – Methods and Techniques, C. R. Kothari (2013), New Age International Publishers, (Second Edition).

3. Business Research Methods – A South Asian Perspective, William G. Zikmund, Barry J Babin, John C. Carr, Atanu Adhikari and Mitch Griffin, (2016), CENGAGE Learning (Eighth Edition).

Additional Reading Materials

Paper 1:- "Quantitative and Qualitative Research – Perceptual Foundations", Chris Barnham, International Journal of Market Research, Vol. 57. Issue 6 Pp. 837-854.

Paper 2:- "Pushed Beyond My Comfort Zone : MBA Student Experiences of Conducting Qualitative Research". Catherine Cassel, Academy of Management Learning and Education, 2018, Volume -17, Number 2, Pp. 119-136.

Paper 3:- "Teaching Research Methods for Doctoral Students in Education: Learning to Enquire   in the University", Jose M Coronel Llamas and Angel Boza, International Journal of   Social Research Methodology, Vol.14. No-1, January 2011, Pp. 77-90.

Paper 4:- "Note of Methodological Issues in Social Science Research", HBSP Product Number   TCG 332

Paper 5:- "What is Research Design – The Context of Design", Reading Material Accessed from   NYU Resource Centre.

Paper 6:- "Questionnaire Design and Development". Harvard Business School, 9-590-015

Paper 7: – "Where is the Beef? Statistical Demand Estimation using Supermarket Scanner data",   Fred H. Hays and Stephen A DeLurgio, Jr. of Case Research in Business and Economics.

Case Studies

Case- 1:- "CHI-SQUARE Goodness of Fit Test and Its Usage in Excel", IVEY Publishing Case,   W18552

Case -2:- "Linear Regression: A High Level Overview", IVEY Publishing Case, W17044

Evaluation Criteria

The evaluation for the course will have various components like quizzes, Group Term Paper, Group Presentations, End-Term and Mid-Term examinations as well as class participation. The final grade will be calculated as follows:

	Components	Weight	LO Attainments
01	End Term Exam	30%	LO-3, LO-4 and LO-5
02	Mid-Term Exam	20%	LO-1 & LO-2
03	Quizzes	20%	LO1, LO-2, LO-3, LO-4 & LO-5
04	Class participation *	10%	LO-1, LO-2, LO-3, LO-4 & LO-5
05	Group Term Paper**	10%	LO-3, LO-4 & LO-5
05	Group Presentation ***	10%	LO-3, LO-4 & LO-5

*The student is expected to come prepared to class by reading the materials provided by faculty and constructively contribute to class discussions. Mere attendance carries no weightage.

**The group Term paper will be announced and assigned during the course. The guidelines regarding the term paper will be intimated to students.

*** The term paper prepared by the group will be presented in the class. The guidelines for presentation will be intimated in advance.

Plagiarism Policy

Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. The student may refer to the already available content just for the reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action. All the assignments and Term Papers will be subjected to plagiarism software. Before submission, the student must make sure that their submissions comply with the plagiarism policy of IMI, Bhubaneswar.

Session Plan: Research Methods for Management (QM-503)

Session	Topic	Learning Outcomes	Readings
1-2	**Introduction to research** Research in the areas of management; Process of Research; Types of Research; Qualitative Research; Quantitative Research; Research Problems and Formulation of Hypothesis; Research Proposal; Framework of research report writing and Dissemination of Research Output	LO-1 and LO-2	Chapter 1&2 of Book-1; Chapter 1&2 from Book 2; Chapter 4, 6 & 7 from Book 3; **The Reading on** "Quantitative and Qualitative Research – Perceptual Foundations" **The Reading on** "Pushed Beyond My Comfort Zone : MBA Student Experiences of Conducting Qualitative Research". **The Reading on** "Teaching Research Methods for Doctoral Students in Education: Learning to Enquire in the University"
3-4	**Research Design** Meaning and Need for Research Design; Types of Research Designs; Experimental Research Design; Introduction to Sampling Design;	LO-1 and LO-2	Chapter 3 & 4 of Book-1; Chapter 3&4 from Book - 2; Chapter 12 from Book-3; **The Reading on** "What is Research Design – The Context of Design"
5-6	**Measurement and Scaling Techniques** Types of Measurement; Scales for Rating and Attitude Measurement; Rating Scales; Errors in Measurement; Tests of Sound Measurement to check Reliability, Validity and Sensitivity	LO-1, LO-2 and LO-3	Chapter 7 of Book-1; Chapter 5 from Book -2; Chapter 13 from Book-3;
	Methods of Data Collection Types of Data- Primary Data and Secondary Data; Methods of Collecting	LO1, LO-3 and LO-4	Chapter 5 & 6 of Book-1; Chapter 6 from Book -2;

7-8	Primary Data; Qualitative Research vs. Quantitative Research; Qualitative Techniques of Data Collection; Use of Primary and Secondary Data in management research		
9-10	**Questionnaire Design** Questionnaires and Schedules; Preparation of Questionnaire; Sequencing the questions; Pre-testing the questionnaire; Administering questionnaire to collect data	LO1, LO4 and LO5	Chapter 8 of Book-1; Chapter 6 from Book -2; Chapter 15 from Book-3;) **The Reading on** "Questionnaire Design and Development"
11-12	**Sampling and Sampling Designs** Sampling fundamentals; Probability Sampling Design - Random Sampling, Systematic Sampling, Stratifies Sampling, Cluster Sampling; Non Probability Sampling Design – Convenience Sampling and Judgmental Sampling; Sample Size Determination	LO-1, LO-4 and LO-5	Chapter 9 of Book-1; Chapter 4&8 from Book -2; Chapter 16 and 17 from Book-3; **The Reading on** "Note of Methodological Issues in Social Science Research"
13-14	**Preparation and Processing of Data** Coding and Editing of Data; Classification and Tabulation of Data; Problems in Processing of Data; Data Processing Facilities and Methods	LO-1, LO-3, LO-4 and LO-5	Chapter 10 of Book-1; Chapter 7 from Book -2; Chapter 19 from Book-3;
15-16	**Analysis of Data** Descriptive Analysis vs. Inferential Analysis; Descriptive Analysis of Univariate and Bivariate Data; Measures of Central Tendency and Dispersion; Cross Tabulations and Interpretations;	LO-1, LO-3, LO-4 and LO-5	Chapter 11 of Book-1; Chapter 7 from Book -2; Chapter 20and 21 from Book-3;
17-18	**Inferential Analysis and Hypothesis Testing – Parametric Tests** Hypothesis Testing; Parametric Tests of Hypothesis; One Sample Test; Two Sample Tests; Application of Chi-Square and ANOVA	LO-1, LO-3, LO-4 and LO-5	Chapter 12 and 13 of Book-1; Chapter 9, 10 and 11 from Book -2; Chapter 21 from Book-3; **Case on** "CHI-SQUARE Goodness of Fit Test and Its Usage in Excel"
	Inferential Analysis and Hypothesis Testing – Non-Parametric Tests	LO-1,	Chapter 15 of Book-1;

19-20	Non-Parametric Tests Hypothesis Testing; Correlation; Regression; Applications to Elasticity of Demand and Managerial Decision Making;	LO-3, LO-4 and LO-5	Chapter 7 from Book -2; Chapter 23 from Book-3; **Case on** "Linear Regression: A High Level Overview" **The Reading** on "Where is the Beef? Statistical Estimation using Supermarket Scanner data"
21-23	Group Presentations	LO-3, LO-4 and LO-5	As per guidelines; To be circulated in advance during the course