



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**POSTGRADUATE DIPLOMA IN MANAGEMENT (PGDM)**  
**RESEARCH METHODS FOR MANAGEMENT (QM503)**  
**CREDIT: 2 CREDITS**  
**SESSION DURATION: 60 MINUTES**

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**Office Hours:** 9.30 am – 5.30 pm

**TERM: III**  
**ACADEMIC YEAR: 2020-2021**  
**BATCH: PGDM (2020-2022)**

**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.

**Learning Outcomes:**

The objective of the course is to make students familiar with the basic knowledge and some of the tools and techniques of Quantitative Research which they can use in their own research. More particularly,

- To acquaint the participants with research methods.
- To provide insight into the process of research for carrying out a research study.
- To provide an ability to use the results of the research study for decision making and policy formulation.

**LO1:** To make the students aware of the fundamentals of quantitative research.

**LO2:** To acquaint the students with various tools and techniques of business research.

**LO3:** To be able to apply the learnings of the course in different business application areas using various statistical software covered during the course.

**LO4:** To be able to convey the analytical results of various business problems to the management in a layman's language.

**LO5:** To be able to understand the ethical aspects of research and conduct business research responsibly.

## Pedagogy

This course will have interactive sessions where an attempt will be made to understand the theories and concepts through the 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.

## Evaluation criteria

Evaluation Components	Learning Outcomes	Weightage (%)
Class Participation (Including Case Discussions and Assignments)	LO - 1, 2, 3, 4, 5	20%
Quiz (2)*	LO - 1, 2, 3	20%
Group Project Presentation**	LO - 1, 2, 3,4, 5	20%
End-Term	LO - 1, 2, 3, 4	40%
<b>Total</b>		<b>100%</b>

\* Quiz 1 and 2 will be held after 9 and 18 sessions, respectively.

\*\***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.

## Textbooks

- Deepak Chawla & Neena Sondhi, “Research Methodology – Concepts and Cases” (Vikas Publishing House Pvt. Ltd.).  
**Students are expected to be ready with this book during the class for solving the cases.**
- William G. Zikmund, “Business Research Methods” (Thomson Asia Pvt. Ltd.).

## Academic integrity

We are committed to upholding the highest standards of academic integrity and honesty. 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. You may refer to the already available content just for your 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 in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

## Session Plan

Session No.	Topic	Learning Outcomes	Reading
1 -2	<b>Introduction to Research Methodology</b> <ul style="list-style-type: none"> <li>❖ Features of a Good Research Study</li> <li>❖ Role of Research in Various Functional Areas of Management</li> <li>❖ Types &amp; Process of Research</li> <li>❖ Defining Research Problem and Formulation of Hypothesis</li> <li>❖ Ethics in Research</li> </ul>	LO – 1 LO – 2	Chapters 1 & 2 Attempt from Chawla & Sondhi: (I) Case 2.2: Danish International (A) (Page 45)
3	<b>Research Design</b> <ul style="list-style-type: none"> <li>❖ Meaning</li> <li>❖ Classification of Research Designs</li> <li>❖ The basis of classification of various types of Designs.</li> </ul>	LO – 1 LO – 2	Chapter 3 & 4 Attempt from Chawla & Sondhi: (I) Case 3.1: Keep your City Clean: Environmental Concerns (Page 66)
4 -5	<b>Methods of Data Collection</b> <ul style="list-style-type: none"> <li>❖ Types of Data – Primary &amp; Secondary</li> <li>❖ Methods of Collecting Primary Data</li> <li>❖ Qualitative Vs. Quantitative Research</li> <li>❖ Qualitative Techniques of Data Collection</li> <li>❖ Evaluation of Secondary Data</li> </ul>	LO – 1 LO – 2	Chapters 5 & 6 Attempt from Chawla & Sondhi: (I) Case 5.1: The Pink Dilemma (Page 118)
6 -7	<b>Measurement &amp; Scaling Techniques</b> <ul style="list-style-type: none"> <li>❖ Different Types of Measurement</li> <li>❖ Scales for Rating &amp; Attitude Measurement</li> <li>❖ Various formats of Rating Scales</li> <li>❖ Classification of Good Measurement</li> <li>❖ Reliability, Validity, and Sensitivity</li> </ul>	LO – 1 LO – 2 LO – 5	Chapter 7 Attempt from Chawla & Sondhi: (I) Case 7.1: Tupperware India Pvt. Ltd. (Page 169)
8 -9	<b>Questionnaire Design</b> <ul style="list-style-type: none"> <li>❖ What should be asked?</li> <li>❖ Phrasing &amp; Designing Questions</li> </ul>	LO – 1 LO – 2 LO – 5	Chapter 8 from Chawla & Sondhi
10	<b>Sampling &amp; Sampling Designs</b> <ul style="list-style-type: none"> <li>❖ Various Sampling Concepts</li> <li>❖ Determination of Sample Size</li> </ul>	LO – 1 LO – 2	Chapter 9 from Chawla & Sondhi

11	<b>Data Preparation</b> ❖ Coding, Editing, Data Processing Facilities & Methods	LO – 1 LO – 2 LO – 3 LO – 4	Chapter 10 Attempt from Chawla & Sondhi: (I) Case 7.1: Tupperware India Pvt. Ltd. (Page 194)
12-13	<b>Analysis of Data – I: Descriptive Analysis of Univariate &amp; Bivariate Data</b> ❖ Frequency Tables & Charts ❖ Descriptive Statistics – Measures of Central Tendency & Dispersion ❖ Cross tabulation, Rank order, Data transformation	LO – 1 LO – 2 LO – 3 LO – 4	Chapter 11 Attempt from Chawla & Sondhi: (I) Case 11.1: Eating Out Habits of Individuals (Page 353)
14-16	<b>Analysis of Data – II: General Hypothesis Testing Procedures</b> ❖ t-Test – paired sample t-test, one-sample t-test, two-sample, independent t-test ❖ One way & Two-way ANOVA, Two-way Factorial Design ANOVA	LO – 1 LO – 2 LO – 3 LO – 4	Chapter 12 Attempt from Chawla & Sondhi: (I) Case 12.1: Comparative Perception of Mess Food vis-à-vis Dhabas – A Case of IIFT (Page 398) (II) Case 12.2: Perception of People about Ban on Plastic Bags in Delhi (Page 401)
17-20	<b>Analysis of Data – III: General Hypothesis Testing Procedures</b> ❖ Correlation ❖ Regression ❖ Elasticity of demand, Forecasting	LO – 1 LO – 2 LO – 3 LO – 4	Chapters 13 & 15 Attempt from Chawla & Sondhi: Few cases will be given in the class
21-22	<b>Group Presentation</b>		

Session 1-10: **Prof. Rajesh Katiyar**

Session 11-20: **Prof. Ritu Singh**