

**International Management Institute, Bhubaneswar**  
**Research Methods for Management (QM503)**  
PGDM (WE) (2014 – 17) – Term IV  
*Course Outline*

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**Course Introduction:**

Generally, research is the organised and systematic method of finding answers to questions. It is systematic because it is a process broken up into clear steps that lead to conclusions. Research is only successful if we find answers, whether we like these answers or not. This course emphasizes competencies in measurement, research design, and thorough analysis through statistical methods.

**Course 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.

**Course Pedagogy:**

The framework of learning will be through classroom lectures, powerpoint presentations, case discussions, and exercises on SPSS and MS Excel.

**Course Readings:**

Text book

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

Reference books

- 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.

**Evaluation Criteria (%)**

Class Participation	10
Quizzes (2)	20
Research Project	20
Presentation	10
End-term Examination	40
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	100
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### Session Plan

Session No.	Topics	Readings / Cases
1	<b>Role of Business Research</b> <ul style="list-style-type: none"> <li>* Nature of Business Research</li> <li>* Meaning of Research</li> <li>* Applied and Basic Business Research</li> <li>* Identifying Problems or Opportunities</li> <li>* When is Business Research Needed?</li> </ul>	<b>Read:</b> Chapter 1 from BRM <b>Attempt:</b> (I) <b>Caselet</b> : Harley-Davidson Goes Abroad ( <i>from BRM, page 11</i> ) (II) <b>Caselet</b> : Business Class Success? ( <i>from BRM, page 12</i> )
2-3	<b>Theory Building &amp; Business Research Process</b> <ul style="list-style-type: none"> <li>* What is a Theory?</li> <li>* Research Concepts &amp; Constructs</li> <li>* Research Propositions &amp; Hypotheses</li> <li>* Types of Business Research</li> <li>* Stages in the Research Process</li> </ul>	<b>Read:</b> Chapters 3 & 4 from BRM <b>Attempt:</b> (I) <b>Caselet</b> : Cute, Funny, or Sexy? What Makes a Mascot Tick? ( <i>from BRM, page 57</i> ) (II) <b>Caselet</b> : Whines for Wines ( <i>from BRM, page 58</i> ) (III) <b>Case 4.1</b> : A New “Joe” on the Block ( <i>from BRM, page 83-84</i> )
4-5	<b>Problem Definition</b> <ul style="list-style-type: none"> <li>* Problem-Definition Process</li> <li>* Understand the Business Decision</li> <li>* Identifying the Relevant Issues from the Symptoms</li> <li>* Writing Managerial Decision Statements and Corresponding Research Objectives</li> <li>* Determine the Unit of Analysis</li> <li>* Determine Relevant Variables</li> </ul>	<b>Read:</b> Chapter 6 from BRM <b>Attempt:</b> (I) <b>Caselet</b> : Good Answers, Bad Questions? ( <i>from BRM, page 121</i> ) (II) <b>Caselet</b> : Why Did Our Employees Leave? FleetBoston’s Initiative to Stop the Exit ( <i>from BRM, page 122</i> ) (III) <b>Caselet</b> : What Features Indian Women want in a Scooter? ( <i>from BRM, page 123</i> ) (IV) <b>Caselet</b> : Pricing Turbulence ( <i>from BRM, page 133</i> )
6-7	<b>Qualitative Research Tools</b> <ul style="list-style-type: none"> <li>* What is Qualitative Research?</li> <li>* Qualitative versus Quantitative Research</li> <li>* Phenomenology</li> <li>* Ethnography</li> <li>* Grounded Theory &amp; Case Studies</li> <li>* Focus Group Interview and Other Common Techniques Used in Qualitative Research</li> </ul>	<b>Read:</b> Chapter 7 from BRM <b>Attempt:</b> (I) <b>Caselet</b> : Surprises at P&G! ( <i>from BRM, page 146</i> ) (II) <b>Caselet</b> : Kirana Stores ( <i>from BRM, page 147</i> ) (III) <b>Caselet</b> : Overworked and Overpaid? Ethical Issues in Choosing Focus Group Respondents ( <i>from BRM, page 157</i> ) (IV) <b>Case 7.1</b> : Disaster and Consumer Value ( <i>from BRM, page 175</i> )
8	<b>Secondary Data</b> <ul style="list-style-type: none"> <li>* Advantages &amp; Disadvantages of Secondary Data</li> <li>* Trend Analysis</li> </ul>	<b>Read:</b> Chapter 8 from BRM  Exercises Using MS Excel.

	<ul style="list-style-type: none"> <li>* Forecasting</li> <li>* Data Mining</li> <li>* Sources of Secondary Data</li> </ul>	
9-10	<b>Survey Research: Collecting Primary Data</b> <ul style="list-style-type: none"> <li>* Advantages of Surveys</li> <li>* Errors in Survey Research</li> <li>* Personal Interviews</li> <li>* Telephone Interviews</li> <li>* Self-Administered Questionnaires</li> <li>* Ethical Issues in Survey Research</li> </ul>	<b>Read:</b> Chapters 9-10 from BRM
11-12	<b>Measurement &amp; Scaling Concepts</b> <ul style="list-style-type: none"> <li>* Relationship Between Measurement Error and Scaling Concepts</li> <li>* Levels of Scale Measurement</li> <li>* Criteria for Good Measurement</li> </ul>	<b>Read:</b> Chapter 13 from BRM
13-14	<b>Sampling &amp; Sampling Designs</b> <ul style="list-style-type: none"> <li>* Why Sample?</li> <li>* Defining the Target Population</li> <li>* The Sampling Frame</li> <li>* Sampling Units</li> <li>* Random Sampling</li> <li>* Probability versus Nonprobability Sampling</li> </ul>	<b>Read:</b> Chapter 16 from BRM
15-18	<b>RESEARCH PROJECT WORK</b>	
19-20	<b>PROJECT PRESENTATIONS &amp; COURSE REVIEW</b>	