Research Methods for Management (QM-503)
Full Credit (2 credits) course for PGDM-WE
Session Duration: 90 Minutes per session

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COURSE INTRODUCTION

Management is a restless, dynamic and changing field. Since the 1920's many important and dramatic changes have taken place in all fields of management. Thousands of new products, hundreds of new ideas, tools and techniques have appeared in the field of management – some to stay and some to shine for a few months only. Concomitant with such broad and sweeping changes in the environment are the gradual but pronounced shifts in the organizational focus from production to marketing; from marketing to customer relationship; from customer relationship to employee and from employee to data driven decision making. The management executives today are saddled with a wider range of responsibilities that have grown in complexity and an ever-increasing premium is being placed on sound decision making.

Under such a scenario there is a growing demand for formalized means of acquiring information to assist in making of such decisions. The tools and techniques of data collection for sound decision making form the crux of the course of Research Methodology. In other words, the goal of Research Methodology course is to teach the participants how research is being done, and to put that knowledge into practice.

COURSE OBJECTIVES:

The specific objectives of the course are:
* 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

COURSE PEDAGOGY:

The teaching methodology will be a combination of classroom lectures which should encourage active participation, discussions, and debates. 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 in an area of their choosing. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

COURSE READINGS

The following books are being referred for the course. However, it is expected that the participants will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

Reference Books:
1. Chawla, D., & Sondhi, N. (2016). *Research Methodology - Concepts and Cases* (2nd ed.). Noida, India: Vikas Publications.
2. Malhotra, N. K. (2015). *Marketing Research - An Applied Orentation* (7th ed.). New Delhi: Pearson Education India.
3. Zikmund, W. G., Babin, B. J., Carr, J. C., Adhikari, A., & Griffin, M. (2016). *Business Research Methods - A South Asian Perspective* (4th Indian Reprint ed.). Patparganj India: Cengage Learning India Pvt Ltd.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions.

Key Cases and Reading List:

The key readings and cases are provided in the student handbook. The instructor would be deciding on discussion schedules

COURSE EVALUATION CRITERIA:

The evaluation process for the course would constitute of the following:
1. Class Participation   10%
2. Class Quiz   20%
3. Group Assignment (Report)   5%+5%+20%
4. End Trimester   40%

Class Participation:
The cases would be discussed in the class and the participation gauged during the presentation. Marks would be allotted basis of argumentation skills, convincing skills and analytical skills with respect to the case

Class Quiz:
A paper and pen based (or computer based) test would be conducted by the instructor during the course for 20 marks. The objective is to ensure a learning so that participants can refresh their knowledge on the go.

Group Assignment (Report)
The participants will have to conduct a primary study on a topic of their choice and submit a report of the same along with presentation of the same. The assignment may require design of questionnaire, data collection and analysis to ensure that concepts are well understood. The *"Measurement and*

Scales used", and the "*Overall questionnaire design"* would be evaluated for 5% of the total marks respectively. The report will be evaluated for 20%

It should be further be noted that:
1. The maximum word limit for the assignment will be 3000 words +/- 10% (excluding annexure)
2. The assignment must be an original work and part II should be strictly primary research based
3. Citations should be properly provided using APA style

SESSION PLAN:

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	Additional Notes
1.	**Introduction to Business Research** *The nature of business research, managerial value of business research, when in business research needed, Business Research in 21st Century, Research Information Systems*	
2.	**Theory Building** *What is theory? What are the goals of theory? Research Concepts, constructs, propositions and hypothesis, verifying theory, Building Theory*	
3.	**An overview of Business Research Process** *Introduction, Decision Making, Types of Business Research – Exploratory, Descriptive and Causal, Defining the research process, defining research objectives, Planning the research design*	Case 9.1 (Reading Notes) – ***"ITC e-choupal"***
4.	**Problem Definition** *Importance of starting with a good problem definition, Problem Complexity, Problems means gaps, identifying relevant issues, Determining the units of analysis, determining the relevant variables, Writing hypothesis, The proposal as a contact and planning tool*	Case 9.2 (Reading Notes) – ***"E-ZPass"***
5.	**Qualitative Research Tools** *What is qualitative research? Qualitative versus Quantitative Research, Basic introduction to Phenomenology, Ethnography, Grounded Theory, Focus Group Discussion, Depth Interviews, Association techniques etc.*	Case 9.3 (Reading Notes) – ***"Twilight Luxury: Retirement Solutions"***
6.	**Survey Research** *Using Survey Research, Errors in Survey Research – Random Sampling, Systematic, Response, Administrative, etc. What to do about errors in Survey Research, Personal Interviews, Door to Door Interviews, Phone Interviews, CAPI and CATI, Mail Questionnaires, Pretesting, Issues in Survey Research*	Case 9.4 (Reading Notes) – ***"The Royal Bee Electric Fishing Reel"***

7.	**Experimental Research** *Causality, Cause and Effect Relationships, Creating an experiment, Types of experimental designs, Issues in Experimental validity – internal and external*	Convert the Case 9.4 - ***"The Royal Bee Electric Fishing Reel"*** into an experimental research design
8.	**Measurement and Scaling Concepts** *What to measure, Types of measurement scales, Criteria for a good scale, Introduction to various kinds of scales*	5% weightage for scales used in the research report
9.	**Questionnaire Design** *Basic Considerations, Wording Issues, Types of Questions, Guidelines for constructing Questionnaire, Sequencing of Questions, Administering Questionnaires*	5% weightage for scales used in the research report
10.	**Sampling Design and Procedures** *Why sampling is required, types of sampling techniques – Random Sampling versus Non-Random Sampling Techniques, Sampling units, Determination of sample size, Handling non-response*	Case 9.5 (Reading Notes) – ***"RAP Food Stores"***
11.	**Editing and Coding for Analysis** *Stages of data analysis, Field editing versus in-house editing, editing for completeness, out of order answer, facilitating the coding process, Coding Qualitative Responses, Creating the datafile*	Practical Analysis using questionnaire given in Appendix C
12.	**Analysis of Data – Basic Introduction** *Basic Descriptive Statistics, Data tabulation and calculations, Hypothesis testing, Type I and Type II error, Parametric versus non-parametric test, z-test, t-test, chi-square test, Bivariate Analysis, Correlation Regression, ANOVA, Basic introduction to multivariate analysis*	
13.	**Doubt Clearing & Revision Session**	