

MBG5204 Research Methods for Managers

Course Code	MBG5204	Semester	II
Course Title	RESEARCH METHODS FOR MANAGERS		
Credits	3	Type	Core

This is employability and skill-based course that develop research and data analytical skills.

Course Description

To equip the students with a basic understanding of the research methodology and its application in management.

Course Outcome

By the end of the course, students will obtain the following course/learning outcome:

Knowledge Gained:

- Understand the objectives of performing research and the various methods of conducting it.

Skills gained:

- Develop analytical skills and the ability to interpret data to solve business issues.
- Use the various types of qualitative analytical methods in real life.

Competency Gained:

- Ability to formulate research hypothesis, synopsis, conduct research, and create accurate reports

Course structure

Module I Types, Process & Design of Research: Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative, and Case & Generic Researches – Process of research –Research problem – Identification, selection and formulation of a research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation.

Module II Research design & Sampling: Meaning, Components and Use of Research Design- Census Vs Sampling- Essentials of a good sampling –Probability and nonprobability sampling methods – Sample size – Factors affecting the size of the sample – Sampling and non-sampling errors.

Module III Sources and Collection of Data: Primary and secondary data – Observation: Types and Techniques –Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds – Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.

Module IV Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis – Association of Attributes.

Module V Hypothesis testing and Report Writing: Parametric tests: Testing for Means - One way and Two way ANOVA – Testing of Proportions: One and Two Populations – Chi-square Test - Report Writing: Meaning, types and contents of research reports – Steps involved in drafting reports – Principles of good report writing – Layout and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions – Inputs for Stylish Report Writing.

Testing & Evaluation

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Tests

References:

1. T S Wikinson & P L Bhandarkar, Methodology and Techniques of Social Research, Himalaya Publishers.
2. Uma Sekaran & Roger Bougie (2018). Research Methods for Business: A skill building Approach. Wiley, Seventh edition.
3. Donald R. Cooper , Pamela S. Schindler & J. K. Sharma (2018). Business Research Methods. McGraw Hill Education, Twelfth edition.
4. Mark Saunders (2011). Research Methods for Business Students. Pearson Education, Fifth edition.
5. Naresh K. Malhotra & Satyabhushan Das (2015). Marketing Research : An Applied Orientation. Pearson Education India, Seventh edition.
6. Wayne L. Winston (2017). Microsoft Excel 2016 - Data Analysis and Business Modeling. PHI Learning Private Limited, First Edition. Marks Scheme