

Subject Code: 1MS2010204	Subject Title: Research Methods and Analytical Techniques
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1. Course Objectives and Outline:

A common experience of all organizations is that the managers there of encounter problems on a daily basis, which they have to solve by making the right decisions. Knowledge of research helps one to look at the available information in sophisticated and creative ways in the fast-paced global environment that businesses face. The course of Research Methods and Analytical Techniques helps the future managers to understand

- Scientific approach towards Business Research Processes
- Data Measurement
- Data preparation
- Analysis of data
- Interpretation of data analysis
- Computing skill in Research

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
3	1	-	4	60	40	100

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Define Research and Business Research, Types of Business Research, Ethics in Business Research, Business Research Process, Business Research Proposal, Research Design, Qualitative and Quantitative Research	12	25%
2	Measurement and Scaling, Rating Scales, Ranking Scales, Reliability and Validity, Selection of Measurement Scale, Data Collection Methods, Sources of Data, Interview, Questionnaire Method, Survey Method, Observation Method, Sample Size and Sampling Decision, Sampling Error	12	25%
3	Data Analysis-Data Preparation, Descriptive Analysis using Tables, Graphs, and Charts, Introduction to Hypothesis Testing, Type-I and Type-II Error, Hypothesis Testing for Single Population, Hypothesis for Two population	12	25%
4	Analysis of Variance, Completely Randomized Design, Randomized Blocked Design, Hypothesis for Categorical Data Chi Square Test, Correlation and Simple Regression Analysis, Data Presentation- Report Writing	12	25%

4. Course Pedagogy

The pedagogy of the Research Methods and Analytical Techniques emphasizes on class room interaction with students as well as field exposure. Conceptual understanding is more important than factual knowledge. The course helps students to develop understanding of concepts by offering a range of activities that engage them in actively constructing their understanding for research concepts through assignments and mini projects. It also ensures that the students undergo application based learning for concepts and learn use of research in decision making through case studies and workshops.

(Students shall be provided necessary Equations and Tables during examinations.)

5. Suggested Readings

a. Books

Sr. No.	Books
1	Research Methods for Business A skill building Approach by Uma Sekaran, Wiley publication
2	Business Research Methods by Cooper and Schindler, McGraw-Hill publication
3	Business Research Methods by William Zikmund, S-W Learning
4	Business Research Methods by Naval Bajpai, Pearson publication
5	Statistics for Management by Richard Levine and David Rubin, Pearson publication
6	Business Statistics for Cotemporary Decision Making by Ken Black, Willey publication

b. Journals/Magazines

- Journal of Marketing Research, American Marketing Association
- Journal of Business Research, Elsevier
- Journal of Business Research, Science Direct

c. Web-Links

- www.socialresearchmethods.net
- www.researchgate.com
- www.ama.org
- www.managementhelp.org

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%