

Business Research Methods

Course Objectives

The course objective is to familiarize the research methods used in decision making by managers. The subject aims to meet the challenge of the fast pace decision making environment, to provide the knowledge and skills a manager needs to solve business problems.

Syllabus

Introduction to Business Research, Definition - need for business research, types of research, formulating research hypothesis and research design, Sampling design, Research Variable- Identification and defining research problems, secondary and primary methods of data collection, Questionnaire construction, data analysis and drawing inferences

Expected Outcome

After the completion of the course, the students will be able to study business problems and find ways to solve them by collecting relevant data and analyzing it in the appropriate manner to reach valid and insightful results and conclusions. The students will become familiar with sampling methods, defining research hypotheses and testing them statistically.

References

1. Chawla, Deepak and Neena Sondhi. Research Methodology: Concepts and Cases. Vikas Publishing House, 2011.
2. Cooper, Donald R, Pamela S Schindler and J K Sharma. Business Research Methods (11/e). New Delhi: McGraw Hill Education India, 2013.
3. Krishnaswamy, O R and M Ranganathan. Methodology of Research in Social Sciences. Himalaya Publishing House, 2011.
4. Levin, Richard I, et al. Statistics for Management (7/e). Pearson Education, 2012.
5. Malhotra, Naresh K. Marketing Research: An Applied Orientation (6/e). Pearson Education, 2010.

Course Plan

I Introduction to Business Research: Definition - need for business research - types of research - exploratory and conclusive - basic and applied research - qualitative research - general research process - identifying and defining research problem - literature survey - identification of key research variables - theoretical framework - formulating research hypothesis

II Formulation of research design - sampling design – data collection and data editing - data analysis and interpretation - preparation of research report - research proposal framework - business research applications in marketing - human resource management - financial and accounting decisions - production and operations management - cross-functional areas - case studies

First Internal Examination

III Measurement and scaling - concepts and operational definitions - nominal, ordinal, interval and ratio scales - comparative scales - paired comparison scales - rank order scaling - constant sum scaling - Q sort technique - non-comparative scales - Likert, Semantic Differential - Staple - criteria for good measurement - reliability - validity - sensitivity

IV Data Collection: Sampling design - secondary and primary methods of data collection - probability and non-probability sampling methods - merits and demerits -Review of various sampling methods - determination of sample size - data collection and data editing - coding - categorization - handling unsatisfactory responses and missing values - questionnaire construction - type of questions - guidelines for questionnaire designing - questionnaire testing - other methods of data collection - observation - projective methods - goodness of fit of data -reliability and consistency - Cronbach's Alpha

Second Internal Examination

V Data Analysis and Reporting: Data analysis – descriptive analysis of uni-variate and bi-variate data – parametric tests for hypotheses testing - z test - t test - ANOVA - introduction to MANOVA and ANCOVA; SEM - non-parametric tests for hypotheses testing - Chi-square - run test for randomness - one and two-sample sign tests - Mann-Whitney U test - Wilcoxon signed-rank test - Kruskal-Wallis test - Correlation and regression analysis - Multivariate analysis - dependency techniques: multiple regression - discriminant analysis - conjoint analysis inter-dependency techniques: Factor Analysis - Cluster Analysis

Trimester Examination