

Unit 1

1. Need of business research
2. Basic research vs Applied research
3. The scientific method of research
4. Research proposition vs Hypothesis
5. Goals of theory
6. Characteristics of valuable information
7. Input management
8. DSS and CRM
9. Business ethics, moral standards and ethical dilemma
10. Sources of conflict between senior management and research team

Unit 2

1. Qualitative
Vs Quantitative business research
2. Exploratory research vs confirmatory research
3. Steps of problem definition
4. Proposal as a contract/planning tool
5. Ethnography, phenomenology hermeneutics
6. Personal interview vs
Focus group, Focus group moderator
7. Variable and types of variables(categorical, discrete, continuous etc), Dependent vs independent variable
8. Primary vs Secondary data
9. Sources of secondary data
10. Evaluation of secondary data through questions

Unit 3

1. What can be observed
2. Direct observation
3. Demand characteristics
4. Errors in survey research and its types
5. Structured vs Unstructured, Disguised vs Undisguised questionnaire
6. Types of questions in questionnaires
7. Pretesting

Unit 4

1. Levels of scale measurement (nominal ordinal interval ratio)
2. Ranking rating sorting
3. Coding and reverse coding
4. Criteria for good measurement
5. Purpose of sampling
6. Probability vs non probability sampling
7. Relationship between sample size and random error
8. Normal Distribution

Unit 5

1. Cross Tabulation
2. Data Transformation
3. Type I Type II errors
4. Correlation
5. ANOVA vs MANOVA
6. When to choose One tailed vs two tailed tests
7. T test, Z test, Chi squared goodness of fit test (what they are, when do you need to use them?, How to choose which test to use? etc)
8. Univariate vs bivariate vs multivariate techniques