

IMN602:RESEARCH METHODS

Module I: Introduction to BRM:

Meaning and significance of research. Importance of scientific research in business decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs.

Module II: Measurement and Data Collection.

Primary data, Secondary data, Design of questionnaire ; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing.

Module III: Data Analysis - I:

Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance. on-parametric Test – Sign Test, Run test, Krushall – Wallis test

Module IV: Data Analysis - II:

Factor analysis, Multiple Regressions Analysis. Discriminant Analysis (Concept)

Report writing and presentation:

Research Report, Types and significance, Structure of research report, Presentation of report.

Practical Aspect : Students are expected to use the 40 days trial version of relevant software package to learn the following :-

- (I) Draw frequencies, bar charts, histogram.
- (ii) Creating and editing graphs and charts.
- (iii) Bi-variate correlation.
- (iv) The t-test procedure.
- (v) Non-parametric Tests : Chi-square Test.
- (vi) One way ANOVA Procedure.
- (vii) Simple Regression, Multiple Regression, Reliability Analysis, Factor Analysis.

Reference Books:

1. Research Methodology, by Deepak Chawla / Neena Sandhi (Vikas)
2. BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
3. Research Methodology, by V. Upadade & A. Shende (S. Chand)
4. Business Research Methods by Prahlad Mishra, Oxford
4. Business Research Methods by Naval Bajpai, Person
5. Business Research Method by Cooper et.al, McGraw Hill
6. Research Methodology by Khatua and Majhi, HPH.
7. Research Methodology by Swain, Kalyani Publishers
8. Research Methodology by Ranjit Kumar – Sage Publication.
9. Research Methodology by Kothari, Newage