IMPC5006 RESEARCH METHODS (3-0-0)

Course Objectives:

1. To equip the students with the basic understanding of the research methodology in changing business scenario.
2. To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Module I: Introduction to RM:

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

Module II:

Data Analysis – I: Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance (One and Two way). Non-parametric, Test – Sign Test, Run test, Kruskal– Wallis test.

Module III:

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.

It may be emphasized on practical aspects such as:
Use of 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.

Course Outcomes:

CO-1: Learn foundations of Research Methodology and application of Research in Business Decision-Making.
CO-2: Develop proficiency in Research Design and Data Collection.
CO-3: Apply advanced Statistical Analysis in Business Research.
CO-4: Effectively communicate the Research Findings.

Text Books:

1. Research Methodology by Khatua and Majhi, HPH.
2. Research Methodology by Kothari, Newage
3. Research Methodology, by Deepak Chawla / NeenaSandhi (Vikas)
4. Management Research Methodology- Krishnaswamy,Pearson
5. BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
6. Research Methodology, V. Upadade &A. Shende (S. Chand)
7. Business Research Methods by Prahlad Mishra, Oxford
8. Business Research Method by Cooper et.al, McGraw Hill