

MB203: Business Research Methods

Course Objectives:

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis. Some other objectives of the course are:

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- understand some basic concepts of research and its methodologies
- organize and conduct research in a more appropriate manner
- write a research report and thesis
- write a research proposal

Unit I: Introduction:

Meaning and Importance of Research - Process of Research - Types of Research - Defining Research Problem - Formulation of Hypothesis.

Unit -II: Research Design:

Exploratory Research - Descriptive Research - Causal Research - Sampling and Sampling Design - Sampling Techniques - Sample Size determination Decision Theory, Decision making under Certainty, Risk, Uncertainty, Criteria for Decision Making Pessimism, Regret, EMV, EOL, Cost and Value of Information, Determination of EVPI

Unit- III: Data Collection:

Primary and Secondary Data, Sources of Gathering Information- Respondents, Experiments, Simulation and Panels - Construction of Questionnaire - Editing, Coding and Classification of Data - Tables and Graphic Presentation, Measurement and Scaling- Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale - Guttman Scale - Likert Scale Semantic Differential.

Unit- IV: Non-Parametric Tests:

Mc Nemar, Sign Test - One and Two Samples, Run Test, Wilcoxon Matched Pair Test, Mann Whitney-U Test, Kolmogorov-Smirnov D Test, Kruskal- Wallis Tests.

Unit- V: Data Analysis:

Multi-Variate Analysis - Multiple Regression Analysis - Concepts and Applications of Discriminant Analysis and Factor Analysis, Cluster Analysis for Market Segmentation, Multidimensional Scaling for Brand Positioning, Conjoint Analysis for Product Design. Report Preparation and Presentation.

Suggested Readings:

1. Green, Donald & Tull, Research for Marketing decisions, Prentice Hall of India
2. CR Kothari, Research Methodology, New Age International
3. Naresh K Malhotra, Marketing Research, Pearson Education Asia, 2001
4. Brown, Marketing Research: A Structure for Decision making, Addison, Wesley Publishing Company.
5. Seigel and Castelian, Non-parametric Statistics for Behavioral sciences, McGraw Hill Book Company, New York

Course Outcomes :

- Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- Conceptualise the research process
- Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industries
- Students should be able to identify the overall process of designing a research study from its inception to its report.
- Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
- Students should be familiar with good practices in conducting a qualitative interview and observation