MBA 203 - RESEARCH METHODOLOGY

Credit– 04

Course Objective
The course explains the application of research to various functions of management.

Course Outcomes
Upon completion of the course the students will be able to:

CO1a: Understand the concept, types & process of Research.
CO1b: Discuss & design research, literature, sampling and data.
CO2: Apply tools, techniques/methods to test association of variables.
CO3: Analyse the sample and their differences.
CO4: Evaluate the results, interpret and present findings in research report.

		CO/PO Matrix			
Subject Code	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	2	2
CO2	3	3	1	1	3
CO3	2	3	1	2	2
CO4	2	2	0	2	2
AVERAGE	2.5	2.75	0.75	1.75	2.25

Unit 1:Introduction to Research Methodology: Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Significance of Research, Research Process, Criteria of Good Research, Problem Identification & Formulation – Research Question – Investigation Question, Research Ethics and Integrity.

Unit 2:Literature Review Development, Argumentation and Synthesis, Referencing, Setting Objectives, Hypothesis, Qualities of a good Hypothesis, Types of Hypothesis, Null Hypothesis & Alternative Hypothesis.

Unit 3:Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables. Hypothesis Testing- Logic & Importance.
Measurement: Concept of measurement: Problems in measurement in research – Validity and Reliability, Levels of measurement – Nominal, Ordinal, Interval, Ratio.

Unit 4:Sampling: Concepts of Statistical Population, Sampling plan, Sampling Techniques- Probability & Non-probability Sampling.
Data Preparation- Coding, Editing, Data Analysis: Univariate analysis (frequency tables, bar charts, pie charts, percentages), Testing Reliability, Tests of Association: Bivariate/Mutivariate analysis – Correlations and Regression,

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Unit 5:Tests of Differences: t-tests, ANOVA, Interpretation of Data and Report Writing, Types and Layout of Research Report, Precautions in preparing the Research Report, Bibliography, Footnotes and Annexure in the Report. Plagiarism Issues.

Note: The course has to be taught with the help of MS Excel and IBM SPSS wherever needed.

Suggested Readings:

- Chapman, C. (2015). R for marketing research and analytics. New York, NY: Springer Science Business Media, LLC.
- Cooper, R., & Schindler,P.S.(2014).Businessresearchmethods(Twelfthedition).NewYork, NY: McGraw-Hill/Irwin.
- Malhotra, N.K., & Birks, D.F. (2007). Marketing Research: An Applied Approach(3ed). Harlow: Financial Times Prentice Hall.
- Poynter, R. (2010). The handbook of online and social media research: tools and techniques for market researchers. New York: Wiley.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods. Cengage Learning.

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