

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **CP-207: RESEARCH METHODOLOGY**

### **Objectives**

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

### **Course Contents**

1. Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information - Bayesian Decision Theory;
2. Organisation Structure of Research, Research Process; Research Designs - Exploratory, Descriptive and Experimental Research Designs;
3. Methods of Data Collection - Observational and Survey Methods. Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys;
4. Sample Design; Selecting an Appropriate Statistical Technique; Field work and Tabulation of Data.
5. Analysis of Data - Advanced Techniques for Data Analysis, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; Research Applications. Use of SPSS and other statistical Software Packages.

### **Suggested Readings**

1. *Andrews, F.M. and S.B. Withey Social Indicators of Well Being, Plenum Press, NY, 1976*
2. *Bennet, Roger: Management Research, I LO, 1 983*
3. *Fowler, Floyd J. Jr., Survey Methods, 2" ed., Sage Pub., 1993*
4. *Fox, J.A. and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986*
5. *Gupta, S.P. Statistical Methods, 30" ed., Sultan Chand, New Delhi, 2001*
6. *Golden, Biddle, Koren and Karen D. Locke: Composing Qualitative Research, Sage Pub., 1997*
7. *Salkind, Neilj. Exploring Research, 3rd ed., Prentice-Hall, NJ, 1997*

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