

MS-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

- I. Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives, Structure of Research. Research Process; Research Designs - Exploratory, Descriptive and Experimental Research Design.
- II. Sampling Design, Sampling Methods, Questionnaire Design, Methods of Data Collection - Observational and Survey Methods, Review of Literature.
- III. Field Work and Tabulation of Data Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys.
- IV. Selecting an Appropriate Statistical Technique, t-test, f-test, Z-test for Hypothesis testing.
- V. Multivariate Analysis: Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; (elementary idea only) 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, 2nd 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, 30th ed., Sultan Chand, New Delhi, 2001*
6. *Golden, Biddle, Koren and Karen D. Locke: Composing Qualitative Research, Sage Pub., 1997*
7. *Salkind, Neil J. Exploring Research, 3rd ed., Prentice-Hall, NJ, 1997*

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