



L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

**COURSE TITLE: RESEARCH METHODOLOGY**

**COURSE CODE: QAM 202**

**CREDIT UNITS: 03**

**COURSE LEVEL : UG**

**Course Objectives:**

- To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest.
- To develop practical knowledge and skills to understand and carry out research projects
- To develop understanding of the basic techniques and tools for conducting research.
- To develop contents and organization of both the written report and oral presentation for which the research study was done.
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**Pre-requisites:**

Knowledge of fundamentals of quantitative techniques

**Student Learning Outcomes:** By the end of this course, students will be able to

- Analyze qualitative and quantitative data, and explain how evidence gathered supports or refutes an initial hypothesis.
- Evaluate critically the quality of research by others
- Formulate research questions designed to test, refine, and build theories
- Identify and demonstrate facility in research designs and data collection strategies that are most appropriate to a particular research project
- Formulate a complete and logical plan for data analysis for 1 adequately answer the research questions an probe alternative explanations  
Interpret research findings and draw appropriate conclusions

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I : Nature and Scope of Research Methodology</b>	20
Types of research: Exploratory, Conclusive (Descriptive and Causal), Research process and steps in conducting research; Approaches of research: deductive, Inductive, qualitative and quantitative; Planning a research project: Problem identification and formulation. Research Design: Exploratory, Descriptive and Experimental.	
<b>Module II : Research Methods and Data Collection Technique</b>	20
Research modelling: Types, and Stages; Data collection methods: Survey, Observation and Questionnaire ; Questionnaire Design: Steps in constructing a questionnaire, Types of questions, Attitude measurement ; Scaling techniques: Ratio, interval, ordinal and nominal ; Sampling Plan: Sampling frame, sample selection methods- Probability and non- probability, sample size; Sampling and non-sampling errors; Editing, tabulating and validating of data.	
<b>Module III : Data Analyses Techniques</b>	30
Descriptive statistics, Review of hypothesis testing procedures: Parametric tests (z-test, t-test, and F-test) and Non-parametric test(Chi-square test, One-way and two-way ANOVA) Associative and Predictive analysis: Correlation and Regression- bivariate and multivariate	

Multivariate Techniques: Multi-Dimensional scaling, Data reduction (Factor analysis) and cluster analysis Data Analysis: Introduction to statistical software SPSS 21.0	
<b>Module IV : Field Project and Report Writing</b>	30
Pre-Writing considerations, Research report components, Common Problems encountered when preparing the Research Report. Presenting research report.	

### **Pedagogy for Course Delivery: Lectures, Case studies, Discussions**

The course will be a combination of theoretical and case based styles. Case studies, active participation in team exercises, and practical information by Industry experts reinforce learning.

### **Assessment/ Examination Scheme:**

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30		70

### **Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment						
Components (Drop down)	CPA	TP	Q/S	A	ME	End Term Examination
Weightage (%)	5	5	5	5	10	70

## References

1. Cooper D R, Schindler P S and Sharma J K (2012) ; Business Research Methods, McGraw Hill Education
2. Bryman and Bell; Business Research Methods, Oxford University Press
3. Malhotra, Naresh (2007); Market Research, Prentice Hall of India
4. Churchill, Gilbert A, Iacobucci, Dawn (2008); Marketing Research: Methodological Foundations, South Western
5. Panneerselvam R(2006); Research Methodology, Prentice Hall of India

Software:

- Students can use SPSS 21.0 for analyzing the data for marketing research