

JSS Science and Technology University, Mysuru

Course Code	Course Title	Study Domain	Teaching Hours
21RMBSD02	Research Methodology	Compulsory Course	54 Hours

COURSE ASSESSMENT METHOD:

- Semester End Exam [100 Marks, 3 Hours]

COURSE OUTCOMES:

Upon successful completion of this course, the Research scholar will be able to,

CO1: Develop and Understand Various Research Methods in Management

CO2: Select Different Business Research Design

CO3: Explain Multidisciplinary Requirement for Completely Appreciate the Phenomena of Management

CO4 : Formulate Various Data Collection Methods and Testing of Hypothesis

CO5: Develop Interpretation and Prepare a Research Report/Thesis

UNIT-1: INTRODUCTION

Research Methodology - Meaning, Types, Criteria of Good Research, Marketing Research, Scientific Approach to Research in Physical and Management Science, Limitations of Applying Scientific Methods in Business Research Problems, Ethical Issues in Business Research.

UNIT-2: BUSINESS RESEARCH

An Overview - Research Process, Problem Formulation, Management Problem V/S. Research Problem, Steps Involved in Preparing Business Research Plan/Proposal.

UNIT-3: BUSINESS RESEARCH DESIGN

Business Research Design: Exploratory, Descriptive, & Causal Research Exploratory Research - Meaning, Suitability, Collection, Hypothesis Formulation Descriptive Research - Meaning, Types of Descriptive Studies, Data Collection Method Causal Research - Meaning, Various Types of Experimental Designs, Types of Errors Affecting Research Design.

UNIT-4 DATA COLLECTION

Data Collection: Primary and Secondary Data – Sources – Advantages/Disadvantages, Data Collection Methods – Observations, Survey, Interview and Questionnaire Design, Qualitative Techniques of Data Collection. Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good Measurement, Attitude Measurement –

Likert's Scale, Semantic Differential Scale, Thurstone - Equal Appearing Interval Scale, MDS – Multi Dimensional Scaling.

UNIT-5: HYPOTHESIS

Meaning, Types, Characteristics, Sources, Formulation of Hypothesis, Errors in Hypothesis Testing, Parametric and Nonparametric Test: T-Test, Z-Test, F-Test, U-Test, Rank-Sum Test, K-W Test. (Theory Only).

UNIT- 6: SAMPLING

Meaning, Steps in Sampling Process, Types of Sampling - Probability and Non-Probability Sampling Techniques, Errors in Sampling. Determination of Sample Size.

Unit-7: Data Analysis

Data Analysis: Editing, Coding, Classification, Tabulation, Analysis, & Interpretation. Statistical Analysis of Business Research: Bivariate Analysis (Chi-Square Only), Multivariate Analysis - Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, ANOVA – One-Way, Two-Way Classification (Theory Only) - Correlation and Regression Analysis.

UNIT- 8: RESEARCH REPORT

Oral Report - Written Reports, Types & Advantages/Disadvantages of Oral and Written Reports, Components of Written Research Report (5 Hours) - Case Studies in Indian Context Only.

TEXT BOOKS / REFERENCES:

Text books:

1. Business Research Methods, By William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, 13th Edition, Cengage Learning
2. Research Methodology: Methods and Techniques, C. R. Kothari, 2nd edition, 2004, New Age International publishers