

Course Outline

Subject: Research Methods for Business

Class: M.Com

Course Objective: Business research methods provide the insight into the challenges faced by managers in research for business decision making. The course aims at:

- To meet the challenge of the fast pace decision making environment,
- Provide the knowledge and skills a manager needs to solve the problems.
- The course is designed to prepare the students to manage business, not-for-profit, and public organization in all functional areas.

Course Contents:

Serial #	Topic
1	<ul style="list-style-type: none">• The Role of Business Research<ul style="list-style-type: none">- The scope of Business Research.- Business Research Defined.- Managerial Value of Business Research- What is Good Research?- How the research industry works.- Business Research is a global activity.
2	<ul style="list-style-type: none">• Scientific Investigation• The Hall Marks of Scientific Research• Research & the scientific Method• Deduction & Induction• The language of Research• Concepts• Constructs Definitions• Variables• Propositions & Hypotheses• Theory• Models• Some Obstacles to conducting Scientific Research in the Management Area• The Hypothetico-Deductive Method
3	<ul style="list-style-type: none">• The Research Process:• Stages in the Research process• Decision alternatives in the research process• Influence of uncertainty on types Research.• Research Process Issues
4	<ul style="list-style-type: none">• Business Research Requests and Proposals<ul style="list-style-type: none">- Research Proposal.- Purpose of Research Proposal.- Types of Research Proposal.- Development of the proposals.- Formatting the Research proposal- Contents of the Research proposal- Requirements of the sponsoring agent.- Evaluation of Research proposal.- Professional Implicit Considerations.

5	<ul style="list-style-type: none"> • Ethics in Business Research. <ul style="list-style-type: none"> - What are research ethics - Ethical treatment of participants. - Ethics and the Sponsors. - Professional Standards.
6	<ul style="list-style-type: none"> • Experimental Research <ul style="list-style-type: none"> - The nature of experiments. - Basic Issues in Experimental Design. - Experimental research Design <ul style="list-style-type: none"> ▪ Pre-experimental Designs ▪ True Experimental Designs ▪ Field Experiment - Validity in Experimentation <ul style="list-style-type: none"> ▪ Internal Validity ▪ External Validity - Threats to Experimentation Validity.
7	<ul style="list-style-type: none"> • Doing a Literature Review • Purpose of Reviewing Research • Research Investigation • Writing the review & its use • Referencing & Quotations in Literature Review Section
8	<ul style="list-style-type: none"> • The Research design:. <ul style="list-style-type: none"> - What is Research Design? - Classification of Designs. <ul style="list-style-type: none"> - Exploratory Studies Techniques. - Descriptive Studies. - Causal Studies
9	<ul style="list-style-type: none"> • Qualitative and Quantitative Research <ul style="list-style-type: none"> - Comparison of Qualitative & Quantitative Research - The Process of Qualitative Research - Qualitative Research Methodologies - Interview <ul style="list-style-type: none"> - Individual Depth Interviews - Group Interviews - Focus Groups - Case Study - Merging Qualitative & Quantitative Methodologies
10	<ul style="list-style-type: none"> • Secondary Data Collection <ul style="list-style-type: none"> - What are secondary data? - Advantages and disadvantages. - Classification of secondary data. - Internal and Proprietary data. - Common external sources.

11	<ul style="list-style-type: none"> • Primary Data Methods. <ul style="list-style-type: none"> - Sources of Data - Interviewing <ul style="list-style-type: none"> - Structure & Unstructured Interviews - Personal Interviews. - Telephone Interviews. - Self-Administered Questionnaires. - Observation. <ul style="list-style-type: none"> • Direct Observation • Observing social settings • Content analysis • Mechanical observation
12	<ul style="list-style-type: none"> • Measurement Scales <ul style="list-style-type: none"> - Sources of Measurement Differences - Characteristics of good Measurements <ul style="list-style-type: none"> ▪ Validity ▪ Reliability ▪ Practicality
13	<ul style="list-style-type: none"> • Selecting a Measurement Scale <ul style="list-style-type: none"> - Simple Category Scale - Single-Response Scale - Multiple Response Scale - Likert Scale - Semantic Differential Scale - Numerical Scale - Multiple Rating List Scale - Constant-Sum Scale - Staple Scale - Graphing Rating Scale - Ranking Scale - Cumulative Scale

14	<ul style="list-style-type: none"> • Crafting the Research Instrument • Questions categories & Structure • Question Content • Question Wording • Response Strategy • Types & Forms of Questions <ul style="list-style-type: none"> - Open ended versus Close ended - Positively & Negatively worded Questions - Dichotomous Questions - Multiple-Choice Questions - Rating Questions - Ranking Questions • Biases in Questions <ul style="list-style-type: none"> - Double Barrelled Questions - Ambiguous Questions - Re-call Dependent Questions - Leading Questions - Loaded Questions • Length of Questions • Drafting & Refining the Instrument • Questions Sequencing • Classification Data or personal information • Principles of Measurement • Over Coming Instrument Problem
15	<ul style="list-style-type: none"> • Sampling Design <ul style="list-style-type: none"> - The nature of sampling. - Steps in Sampling Design. - Sampling Method. <ul style="list-style-type: none"> ▪ Probability Sampling. ▪ Non-probability sampling - What is appropriate sample design? - Random sampling errors and non-sampling.
16	<ul style="list-style-type: none"> • Hypothesis Testing <ul style="list-style-type: none"> - Statistical Significance - Logic of Hypothesis Testing - Statistical Testing Procedure - Tests of Significance - Types of Tests - How to select test - One-sample test - Two-Independent Samples Test - Two-Related Samples Test - K-Independent- Sample Test - K-Related Sample Test
17	<ul style="list-style-type: none"> • The case study as a Research Strategy <ul style="list-style-type: none"> - Comparing case studies with other research strategies in the social sciences - Common Definition of Case Studies - General Approach to Designing Case Studies - Criteria for judging the Quality of Research Designs - Modest Advice in Selecting Case study designs

18	<ul style="list-style-type: none"> • Analysing qualitative data <ul style="list-style-type: none"> - Grounded Theory Introduction - Coding Procedure - Analysis through Microscopic Examination of Data - Basic Operation: Asking Questions and Making Comparisons - Analytical Tools - Open Coding - Axial Coding - Selective Coding - Theoretical Sampling
19	<ul style="list-style-type: none"> • Data Preparation and Description <ul style="list-style-type: none"> - Editing - Field Editing - Central Editing - Coding - Codebook Construction. - Coding Closed Question. - Coding Rules - Missing Data
20	<ul style="list-style-type: none"> • Presenting insights and Findings: (Research Report) <ul style="list-style-type: none"> - Written Research Report - Short Reports - Long Reports - Research Report Components. - Writing the Report - Pre-writing Concerns - Writing the draft - Presentation Consideration. - Presentation Statistics - Oral Presentation - Preparation - Delivery - Audio-visuals
21	<ul style="list-style-type: none"> • Computer Technology & Business Research <ul style="list-style-type: none"> - Information Needs - Advantages of ICT - Role of ICT in Managerial Decision Making - PC Applications using Software - End Note Software - SPSS Software - N-vivo Software - Data Recording by using MS Excel & MS Access - Presentation of Report by using MS Power point - Literature Search through internet - Using the database of Science Direct (Elsevier), Emerald, JSTOR etc. - How to use the Turnitin (Plagiarism Software)

Recommended Text:

1. Cooper & Schindler, Business Research Methods, Ninth Edition
2. Zigmund, William G, *Business research methods*, Sixth Edition.

3. Collins Jill & Hussey Roger, *Business research*, Second Edition
4. Sekaran Uma, *Research Methods for Business*, Fourth Edition.
5. Straus & Corbin, *Basics of Qualitative Research*, Latest Edition.
6. Yin K Robert, *Case Study Research Design and Method*.
7. Chris Hart, *Doing Literature Review*, Sage Publications.