

MBA 202 RESEARCH METHODS

Objective: The course objective is to familiarize the research methods used in decision making by managers. The course is also intended to help the students in their project work during the fourth semester.

Unit I: Research - Meaning - objectives - scope and significance- motivation - approaches - Types of research - characteristics of good research - problems in research -ethical issues in research - steps in a research process - identifying and defining research topic - formulation of research objectives - literature survey - formulation of research hypothesis - research design.

Unit II: Types of variables - measurement scales - data and sources of data - methods of data collection - preparation of questionnaire and schedule -sampling methods - case study method and survey method - social surveys and market surveys - evaluation of data - corroboration and validation. Presentation of data using tables, diagrams and graphs - processing and analysis of data.

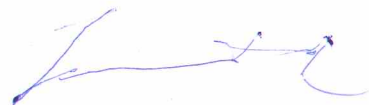
Unit III: Tests of statistical hypothesis - Type I and Type II errors, level of significance, Tests based on Z, t, chi-square and F distributions, Analysis of Variance - one-way and two-way classifications. Non-parametric tests - Run test and sign test, Wilcoxon test, Mann-Whitney U -test, Kruskal Wallis test and Friedman's test.

Unit IV: Introduction to Business Statistics - Basic concepts of times series analysis and index numbers. Exposure to Statistical software packages - analysis of business data using SPSS.

Unit V: Research report - types of reports - format of a report - writing thesis / dissertation and research articles. Preparation of mock synopsis / outline of research work and presentation of methodology.

References:

1. Donald R.Cooper and Pamela S.Schindler : Business Research Methods. Tata McGraw Hill, New York.
2. JIT S Chandan (2007). Statistics for Business and Economics. Vikas Publishing, New Delhi.
3. Kothari,C.R.(2009). Research Methodology. 2 nd ed. WishaPrakashan,New Delhi.
4. Levin,R.L. and Rubin,D.S. (1983). Statistics for Management. Prentice Hall of India.
5. Rao,K.V, Research Methods for Management and Commerce. Sterling



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