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.

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| 5 | • Ethics in Business Research.  
  - What are research ethics  
  - Ethical treatment of participants.  
  - Ethics and the Sponsors.  
  - Professional Standards. |
| 6 | • Experimental Research  
  - The nature of experiments.  
  - Basic Issues in Experimental Design.  
  - Experimental research Design  
  - Pre-experimental Designs  
  - True Experimental Designs  
  - Field Experiment  
  - Validity in Experimentation  
  - Internal Validity  
  - External Validity  
  - Threats to Experimentation Validity. |
| 7 | • Doing a Literature Review  
  • Purpose of Reviewing Research  
  • Research Investigation  
  • Writing the review & its use  
  • Referencing & Quotations in Literature Review Section |
| 8 | • The Research design.:  
  - What is Research Design?  
  - Classification of Designs.  
  - Exploratory Studies Techniques.  
  - Descriptive Studies.  
  - Causal Studies |
| 9 | • Qualitative and Quantitative Research  
  - Comparison of Qualitative & Quantitative Research  
  - The Process of Qualitative Research  
  - Qualitative Research Methodologies  
  - Interview  
  - Individual Depth Interviews  
  - Group Interviews  
  - Focus Groups  
  - Case Study  
  - Merging Qualitative & Quantitative Methodologies |
| 10 | • Secondary Data Collection  
  - What are secondary data?  
  - Advantages and disadvantages.  
  - Classification of secondary data.  
  - Internal and Proprietary data.  
  - Common external sources. |
11  
• Primary Data Methods.  
  - Sources of Data  
  - Interviewing  
    - Structure & Unstructured Interviews  
    - Personal Interviews.  
    - Telephone Interviews.  
  - Self-Administered Questionnaires.  
  - Observation.  
    • Direct Observation  
    • Observing social settings  
    • Content analysis  
    • Mechanical observation

12  
• Measurement Scales  
  - Sources of Measurement Differences  
  - Characteristics of good Measurements  
    ▪ Validity  
    ▪ Reliability  
    ▪ Practicality

13  
• Selecting a Measurement Scale  
  - 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 | • Crafting the Research Instrument  
• Questions categories & Structure  
• Question Content  
• Question Wording  
• Response Strategy  
• Types & Forms of Questions  
  - Open ended versus Close ended  
  - Positively & Negatively worded Questions  
  - Dichotomous Questions  
  - Multiple-Choice Questions  
  - Rating Questions  
  - Ranking Questions  
• Biases in Questions  
  - 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 | • Sampling Design  
  - The nature of sampling.  
  - Steps in Sampling Design.  
  - Sampling Method.  
    - Probability Sampling.  
    - Non-probability sampling  
  - What is appropriate sample design?  
  - Random sampling errors and non-sampling. |
| 16 | • Hypothesis Testing  
  - 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 | • The case study as a Research Strategy  
  - 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 |
### Analysing qualitative data
- 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

### Data Preparation and Description
- Editing
- Field Editing
- Central Editing
- Coding
- Codebook Construction.
- Coding Closed Question.
- Coding Rules
- Missing Data

### Presenting insights and Findings: (Research Report)
- 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

### Computer Technology & Business Research
- 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