

MGN206:RESEARCH METHODOLOGY

L:3 T:1 P:0 Credits:4

Course Outcomes: Through this course students should be able to

CO1 :: formulate research problems using scientific approach that addresses gaps in existing knowledge

CO2 :: use research design approaches and apply suitable research methods to solve business problem

CO3 :: analyze data by using appropriate statistical tools and techniques in different research Scenario

CO4 :: apply appropriate statistical tools for descriptive and inferential analysis, integrate AI applications, and develop research reports

Unit I

Introduction, Scope and Application of Research : Introduction to Research, Types of Research, Characteristics and Challenges for Ideal Research, Concepts used in Business Research

Unit II

Research Process and Research Design : Research Process Steps, Research Design- Introduction and Types of Research Designs, and Sampling

Unit III

Measurement Scales and Central Tendency : Measurement Scales, Comparative and Non-Comparative Scales, Primary and Secondary Data Sources, Questionnaire and Preparation of Data, Measurement of Central Tendency

Unit IV

Hypothesis Testing and Statistical Inferences : Concepts of Hypothesis, Parametric test- student's t test,, z-test, f-test, Nonparametric test- Chi Square test, Kruskal Wallis test

Unit V

Correlation and Regression : Assumption of Correlation, Pearson correlation, Spearman Correlation, Concepts of Regression, Linear Regression analysis

Unit VI

Presentation of Data and Report Writing : Classification, Tabulation and Graphical Presentation of Data, Report Format and Sections, Classification, Tabulation and Graphical Presentation of Data, Report Format and Sections, Classification, Tabulation and Graphical Presentation of Data, AI Application in Research

Text Books:

1. RESEARCH METHODOLOGY : METHODS AND TECHNIQUES by C.R.KOTHARI AND GAURAV GARG, NEW AGE INTERNATIONAL

References:

1. MARKETING RESEARCH by MALOTHRA N, DASH S, PEARSON