



DEPARTMENT of MANAGEMENT, KOCHI
Research Methodology (GM304C)

MBA 2017 – 2019
Trimester II (OCT – DEC 2017)
COURSE OUTLINE & SESSION PLAN

Course Code:GM304C

COURSE OBJECTIVE

Course Objectives

This course aims to impart skills and knowledge needed to understand different types of business problems often faced by corporate entities and to help managers to develop insights about basic concepts of research designs and methodology aimed at solving business problems

LEARNING OUTCOMES

Upon completion of this course, students will be able to complete the following key tasks:

1.Knowledge base:	<ul style="list-style-type: none"> understand the basic frame work of research process define appropriate research problem and develop a research proposal Prepare the research report
2. Attitude:	<ul style="list-style-type: none"> Students should have an orientation towards research
3. Skill sets:	<ul style="list-style-type: none"> SPSS, Microsoft Excel, R etc

Course Pedagogy

The pedagogy for this course would comprise of lectures, group presentations, class activities and statistical workshops.

Session Plan

	Topics
SESSION	
1,2	Introduction to ResearchMethodology
3,4	Research Process-approaches- Types of research - research designs

5,6	Planning of research - selection of problem - setting of objectives
7,8	Research Environment, Scope of Research
9,10	Theory development in Research literature review
11,12	Questionnaire Development
13,14	Data collection
15,16,17,18,19,20, 21,22	Data Analysis using SPSS
23,24	Writing and presenting the report—planning report writing —report format -

Text Book

RESEARCH METHODS FOR BUSINESS: A SKILL-BUILDING APPROACH, 6TH EDITION BY UMA SEKARAN

WILEY PUBLICATIONS

Assignment-1 (To be submitted on completion of 15th session)

Choose a topic of research and write a proposal in the following format:

- Title of the topic
- Abstract
- Introduction (Context, Research problem, objectives and scope of research)
- Literature review
- Theoretical framework
- Methodology
- Proposed analysis strategy and expected results
- Reference or Bibliography