



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2016-2017)

Programme Name: PGDM

Term: III

Name of the subject: Research Methodology

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Dr. S C Agarkar

Mobile No: 8097274097

Email: sagarkar@vpmthane.org

Weblink:

Learning Objectives:

- 1. To familiarise the students with the field of research to enhance his/her knowledge base**
- 2. To train students to undertake research in different areas of business and management.**
- 3. To familiarise students with the techniques of data collections and analysis**
- 4. To prepare them to frame suitable questionnaire and interview schedule.**
- 5. To equip them to present research finding to different groups of people.**

Reference Books:

- 1. Research Methodology; Methods and Techniques by D R Kapoor and Puja Saihgal.**
- 2. Statistics for Management by Richard L Levin**



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Research its nature and scope	Conducting research in science education	Acquaintance with the field of research	Short test
2	Scientific Method of Enquiry	Seeds of Discovery	Familiarising with Scientific method	Short test
3	Research questions	Research Methodology	Identification of research questions	MCQ
4	Research Design	Research Methodology	Choosing appropriate research design	MCQ
5	Sampling Techniques	Research Methodology	Choosing a suitable method of sampling	Short tests
6	Data Collection	Simulation of personal interview	Methods of getting relevant information	Presentation
7	Questionnaire and interviews	Online database	Designing interview schedule and questionnaires	Presentations
8	Analysis of Qualitative Data	Statistics for Management	Statistical techniques to	Short truss



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			analyse qualitative data	
9	Analysis of Quantitative data	Statistics for Management	Statistical techniques to analyse quantitative data	Short test
10	Report writing and publication	Research papers in business and management	Appropriate methods of communication to different groups of people	Assignments
11				
12				
13				
14				
15				

2. Practical Approach: other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<u>Interviews</u>	<u>Practical experience</u>	
2	Industry Visit	<u>Research issues</u>	<u>Practical experience</u>	
3	Academic Projects	_____		
4	Book Review	_____		



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5	Group Discussion	<u>Data collections</u>	<u>Communication skills</u>	
6	Business Quiz / Business News sharing	_____		
7	Videos / Simulation	<u>Interview schedule</u>	<u>Effective communication</u>	
8	Use of Software and Labs	<u>Data analysis using SPSS</u>	<u>Software skills</u>	
9	Any other activity	_____		



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Two unit tests and term end examination	60
Presentation	Power point presentation	10
Case Study	Undertaking one case study	10
Participation	Data collection and analysis	10
Others	Overall sincerity	10

Signature of Faculty

Signature of the Co-ordinator