



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Programme: MMS

Name of the Course: Research Methodology
Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Dr. Sna Farooqi

Mobile No: 9004602321

Email: sfarooqi@vpmthane.org

Weblink:

Learning Objectives:

Define research; explain and apply research terms; describe the research process and the principle activities, skills and ethics associated with the research process.

Explain the relationship between theory and research.

Describe and compare the major quantitative and qualitative research methods in mass communication research.

Propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement.

Be able to construct an effective questionnaire that employs several types of survey questions.

Applying various statistical Techniques using SPSS.

Reference Books:

1. Business Research Methods – Cooper Schindler
2. Research Methodology Methods & Techniques – C.R.Kothari
3. D. K. Bhattacharya: Research Methodology (Excel)
4. P. C. Tripathy: A text book of Research Methodology in Social Science(Sultan Chand)
5. Saunder: Research Methods for business students (Pearson)
6. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
7. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)
8. Marketing Research Essentials – McDaniels & Gates
9. Marketing Research – Aaker, Kumar, Day (7th edition John Wiley & Sons)
10. Business Research Methods – Alan Bryman & Emma Bell – Oxford Publications
11. Business Research Methods – Naval Bajpai – Pearson Publications
12. Research Methodology – S.L Gupta & Hitesh Gupta – International Book House Ltd



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Relevance and Scope of Research in Management and Steps involved in Research Process.	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study 	
2	Identification of Research Problems and Formulating Hypothesis	<ul style="list-style-type: none"> • Lecture • Case Study 	
3	Research Design	<ul style="list-style-type: none"> • Lecture • Case Study 	
4	Data Collection	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study 	
5	Measurement and Scaling: Fundamentals and Comparative Scaling	<ul style="list-style-type: none"> • Lecture • Articles 	
6	Data Management Plan – Sampling and Measurement	<ul style="list-style-type: none"> • Lecture • Group Discussion 	
7.	Qualitative and Quantitative Research	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study 	
8.	Questionnaire Design using SPSS Package.	<ul style="list-style-type: none"> • Lecture • Discussions • SPSS Package 	
9.	Analysis Techniques	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study 	
10.	Techniques of Testing Hypothesis	<ul style="list-style-type: none"> • Lecture 	



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

		<ul style="list-style-type: none"> • Discussions • Case Study 	
11.	Chi square Test using SPSS	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study • SPSS Package 	
12.	T – Test using SPSS	<ul style="list-style-type: none"> • Lecture • Discussions • SPSS Package 	
13.	Corelation and Regression using SPSS	<ul style="list-style-type: none"> • Lecture • Discussions • Case Study • SPSS Package 	
14.	Annova using SPSS	<ul style="list-style-type: none"> • Lecture • Discussions • SPSS Package 	
15.	Research Report Writing	<ul style="list-style-type: none"> • Presentations • Discussion 	

I) Internal:

Component	Details	Marks
Class Test	Two Class Tests	20
Presentation.	Content, Creativity, Body Language and Presentation Skills, Q/A	10
Class Participation	Attendance, Class Participation, General Subject Awareness	05
Student Conduct	Overall conduct as a responsible student	05

II) External:
(Sample questions)

Ques 1 Explain the role of Research in Management decision making.



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Ques 2 What is a research problem? State the main issues which should receive the attention of the researcher. Give examples to illustrate your answer.

Signature of Faculty

Signature of Co-ordinator