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:
   - understand the basic framework of research process
   - define appropriate research problem and develop a research proposal
   - Prepare the research report

2. Attitude:
   - Students should have an orientation towards research

3. Skill sets:
   - 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

<table>
<thead>
<tr>
<th>SESSION</th>
<th>Topics</th>
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<tbody>
<tr>
<td>1, 2</td>
<td>Introduction to Research Methodology</td>
</tr>
<tr>
<td>3, 4</td>
<td>Research Process-approaches-Types of research - research designs</td>
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</tbody>
</table>
Planning of research - selection of problem - setting of objectives

Research Environment, Scope of Research

Theory development in Research literature review

Questionnaire Development

Data collection

Data Analysis using SPSS

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