

**ACADEMIC AFFAIRS OFFICE
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

No. Acd./ 1266 /IAPC-76

Dated: December 09, 2019

Head, Department of Management Studies

(through e-mail)

The IAPC in its 76th meeting held on 07.11.2019 vide **Item No. 76.2.7** considered the proposal of Department of Management Studies to introduce a new Pre-PhD Course i.e., BMN-901: Research Methodology.

The IAPC recommended the proposal with minor modifications. Duly modified and approved syllabus is placed as **Appendix- A** on Channel I/ Academic webpage of iitr.ac.in.


Assistant Registrar (Curriculum)

Encl: as above

Copy to (through e mail):-

1. All faculty
2. All Heads of Departments/ Centres
3. Dean, Academic Affairs
4. Associate Dean of Academic Affairs(Curriculum)
5. Channel I/ Academic webpage of iitr.ac.in

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPTT. / CENTRE : DEPARTMENT OF MANAGEMENT STUDIES

1. Subject Code : BMN-901 Course Title : Research Methodology

2. Contact Hours: L: 3 T: 0 P: 0

3. Examination Duration (Hrs.): Theory: 3 Practical: 0

4. Relative Weightage: CWS: 20-35 PRS: 0 MTE: 20-30 ETE: 40-50 PRE: 0

5. Credits: 3 6. Semester: Both

7. Pre-requisite: Nil 8. Subject Area: PEC

9. Objective: The course is designed to provide in-depth knowledge of research methodology in all fields of management and other disciplines.

10. Details of the Course:

Sl. No	Contents	Contact Hours
1	Foundation of Research: What is Research, Objectives of Research, Scientific Research, Research and Theory, Conceptual and Theoretical Models.	2
2	Types and Methods of Research: Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical, concept of applied and basic research process, criteria of good research.	3
3	Review of Literature: Importance of literature review in defining a problem, literature review-primary and secondary sources, reviews, monograph, patents, research databases, web as a source, searching the web, critical literature review, identifying gap areas from literature and research database, development of working hypothesis	2
4	Planning of Research: The planning Process, Selection of a Problem for Research, Formulation of the Selected Problems, Hypothesis Formation, Measurement, Research Design/Plan.	2
5	Sampling: Sampling Techniques or Methods, Choice of Sampling Techniques , Sample Size , Sampling and Non-Sampling Errors .	3
6	Methods and Tools of data collection: Meaning and Importance of Data, Sources of Data, Use of Secondary Data , Methods of Collecting Primary Data , Observation Method ,Experimentation , Simulation, Interviewing , Panel Method, Mail Survey , Projective Technique , Sociometry. Types of Data, Construction of Schedules and Questionnaires, Measurement of Scales and Indices ,Pilot Studies and Pre-tests	3
7	Field work: The Nature of Field Work , Selection and Training of Investigators , Sampling Frame and Sample Selection , Field Operation , Field Administration , Editing , Classification and Coding , Transcription, Tabulation ,Introduction to Statistical Softwares	3
8	Qualitative Research: Theorizing from qualitative data • Approaches to qualitative research • Case study research • Collecting information • Triangulation of different data sources • Analyzing data and coding • Moving from data analysis to theoretical development • Presenting the results • Tables and figures: Visual	6

	aids in qualitative data analysis • Developing process models • Ethnographies and observation • Grounded theory • Mixed-methods research	
9	Qualitative Research Process: Ontological and epistemological assumptions of qualitative research b) Consistency between research questions and methods adopted c) Selecting a qualitative research method d) Designing qualitative research: site selection, sampling, and data collection e) Data analysis: Case analysis, cross-case comparison, coding procedures	5
10	Analysis of Data : Hypothesis Testing ,Correlation and Regression, Discriminant and Logit Analysis , Factor Analysis , Cluster Analysis , Multidimensional Scaling and Conjoint Analysis , Structural Equation Modeling and Path Analysis,	8
11	Report writing : Types of Reports, Planning of Report Writing, Research Report Format , Principles of Writing, Documentation, Writing of Report, Briefing.	2
12	RESEARCH ETHICS, IPR AND SCHOLARY PUBLISHING: Ethics-ethical issues, ethical committees (human & animal); IPR- intellectual property rights and patent law, commercialization, copy right, royalty, trade related aspects of intellectual property rights (TRIPS); scholarly publishing- IMRAD concept and design of research paper, citation and acknowledgement, plagiarism, reproducibility and accountability	3
	Total	42

11. Suggested Books:

S. No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1	Business Research Methods by Donald R Cooper and Palmela Schinder. McGraw Hill.	2013
2	Advanced Research Methodology by R. Barker Bausell. Scarecrow Press	2013
3	Research Methodology: An Introduction by Wayne Goddard, Stuart Melville. Juta and Co. Ltd.	2007
4	Research Methodology: A Guide for Researchers in Management and Social Sciences by Bill Taylor, Gautam Sinha, Taposh Ghoshal. Prentice-Hall of India Private Limited, New Delhi.	2006
5	The Essence of Research Methodology by Jonker, Jan, Pennink, Bartjan. Springer.	2010
6	Research design: Qualitative, quantitative, and mixed methods approaches by Creswell, J. (4th ed.) Thousand Oaks, CA: Sage	2012
7	Qualitative data analysis: A methods sourcebook – Third edition by Miles, M.B., Huberman, A.M. & Saldana, J.; Thousand Oaks, CA: Sage.	2014