

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

Programme: M.Voc. (Banking and Finance)

Semester: II

RESEARCH METHODS FOR MANAGEMENT

Course Code: 19MVB203

No. of Hours: 60

COURSE OBJECTIVES:

- Research methodology provides a decision making base to managers to take sound managerial decisions.
- Developing in them a core competence of the managers tomorrow.
- To equip the students with basic understanding of research methodology and the application of various research tools and techniques.

LEARNING OUTCOMES:

- Awareness about how to carry on research
- Knowledge about framing a research design and collection of data
- Knowledge about how to analyse the data collected and report writing under different situations

UNIT I:

10 HRS

Research; Types of research; Business research-definition, nature, need; Business research process; Understanding the basics of research-concept, construct, variables, theory, models, and scientific method; Problem definition; research questions; Hypothesis-definition, types; Critically reviewing the literature

UNIT II:

10 HRS

Research design-Classification; Exploratory research-qualitative techniques: ethnography, grounded theory, case study; secondary data analysis, advantages, disadvantages; experience survey, focus group, depth interview; Descriptive research-types; Causal research experiments, experimental design

UNIT III:

15 HRS

Collecting Primary Data Using surveys-Advantages, errors; Observation-types, advantages, limitations; Questioning-Interview-types, advantages, limitations; Questionnaire design-types of question, wording, sequence, layout; Guidelines for constructing questionnaire; Measurement-Definition, measurement scales-nominal, ordinal, interval and ratio; Attitude measurement-selecting a measurement scale-category scale, comparative scales, non comparative scales; Sources of error in measurement

UNIT IV:

10 HRS

Sampling: why sample, steps in sampling design; Non probability sampling-convenience, judgement, quota and snowball sampling; Probability sampling-simple random, systematic, stratified and cluster sampling; Merits and limitations of each sampling technique, sample size

UNIT V:

15 HRS

Data preparation-editing, coding, data entry; Descriptive statistical techniques: Statistical significance-Type I & type II error; Hypothesis testing- one sample parametric test, nonparametric test- χ^2 test, two-independent sample tests, ANOVA; Multivariate data .Report writing

PRACTICAL COMPONENTS:

- Conduct a market survey in your neighbourhood on the demand for any new bank product/service.
- Prepare a questionnaire to collect primary data in the campus on utilisation of banking Services.
- Based on the primary data collected, prepare a report to be submitted to the Bank Manager.

BOOKS FOR REFERENCE:

1. Donald R. Cooper, Pamela S Schindler, & J. K. Sharma-Business Research Methods Mc Graw Hill.
2. William G Zikmend, Barry J. Babbin, John C Carr, Atanu Adhikari& Mitch Griffin Business Research Methods-Centage
3. Naresh Malhotra-Marketing Research-Pearson.
4. G. C. Beri-Marketing Research- TMH
5. Kothari- Research Methodology
6. S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House