PMB-C101: RESEARCH METHODOLOGY

Duration of Main Exam: 3 Hrs.   *External –70, Internal – 30.*

Note: *Ten questions are to be set taking **two questions** from each unit. The student has to attempt FIVE questions taking one question from each unit. The previous year paper/model may be used as a guideline and the following syllabus should be strictly followed while setting the question paper.*

OBJECTIVE: **The objective of this paper is to make the scholar acquaint with business & managerial research methodology.**

- **Business Research strategies and design :** Theory and research, Epistemological considerations, Ontological considerations, Relationship of epistemology and ontology to business research, Research strategy: quantitative and qualitative, Criteria in business research, Research designs, Cross-sectional design, Comparative design, Reviewing the existing literature and engaging with what others have written, Searching the existing literature and looking for business information, Referencing your work, Avoiding plagiarism. **Case Study 1**)," Bharat Petroleum Company Limited's (BPCL), India one-stop truck shop (OSTS) retailing format " **(9 hours)**
- **Sampling & Sampling techniques:** Sampling error, Types of probability sample, Sample size, Types of non-probability sampling, the structured interview, Interview contexts, conducting interviews, Other approaches to structured interviewing, Concepts and their measurement.   **(8 hours)**
- **Instrument Design and Testing:** Designing the self-completion questionnaire, Diaries as a form of self-completion questionnaire, Open or closed questions, Types of question, Rules for designing questions, Vignette questions, Piloting and pre-testing questions, Problems with survey research on behavior, The observation schedule, Strategies for observing behavior, Sampling, *Issues of reliability and validity*, Coding, Advantages and Disadvantage of content analysis. **Case Study 2** Olimpia C. Racela Amonrat Thoumrungroje, (2012),"International market expansion of "Jintan Nude" in Thailand"   **(8 hours)**
- **Quantitative Research Methods:** Concepts in qualitative research, Reliability and validity in qualitative research, The critique of qualitative research. General strategies of qualitative data analysis.   **(8 hours)**
- **Internet Research Methods:** World Wide Web sites of pages as objects of analysis, Using web sites to collect data from individuals, Virtual ethnography, Qualitative research using online focus groups, qualitative research using online personal interviews, Online social surveys.   **(7 hours)**

SUGGESTED READINGS:

- Arya, P.P. and Pal, Yesh (2011). *Research Methodology in Management, Theory & Cases Studies*, Deep & Deep Publication Pvt. Ltd.,New Delhi.
- Bryan and Bell(2008). *Business Research Methods.,*Oxford Press.,New Delhi.
- Chawla, Deepak and Sodhi, Neena (2012). *Research Methodology concept and case.*, Vikash Publication House. New Delhi.
- Donald, H.McBurney and White, L.Therasa (2009). *Research Methodology,*Cengage Learning, New Delhi.
- Donald R.Cooper and Schindler, Pamela (2008). *Business Research Methods,*Tata McGraw Hills .
- Karlinger (2004). *Foundations of Behaviour Research*, Surjeet and Company, New Delhi.
- Kothari C.R. (2001). *Research Methodology: Methods and Techniques,* Vishwa Prakashan, New Delhi.
- Madan, P. (2010). *Research Methodology,* Global Vision Publishing House, New Delhi.
- Tripathi, P.C. (2005). *Research Methodology,* Sultan Chand & Co., New Delhi.
- Wilkinson and Bhandarkar (2003). *Methodology & Techniques of Social Research*, Himalaya Publishing House, Bombay.
- Zikmund,W.G. (2003)..*Business Research Methods*,Cengage Learning. New Delhi.
- **CASE STUDY 1**: Denver D'Rozario Keshav Shenoy , (2011)," Bharat Petroleum Company Limited's (BPCL), India one-stop truck shop (OSTS) retailing format ", Emerald Emerging Markets Case Studies, Vol. 1 Iss 3 pp. 1 – 25 Permanent link to this document: http://dx.doi.org/10.1108/20450621111180936
- **CASE STUDY 2**: Olimpia C. Racela Amonrat Thoumrungroje, (2012),"International market expansion of "Jintan Nude" in Thailand", Emerald Emerging Markets Case Studies, Vol. 2 Iss 4 pp. 1 – 17 Permanent link to this document: http://dx.doi.org/10.1108/20450621211256265

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teacher from time to time.

Duration of Main Exam: 3 Hrs.   *External –70, Internal – 30.*

Note: *Ten questions are to be set taking* **two questions** *from each unit. The student has to attempt FIVE questions taking one question from each unit. The previous year paper/model may be used as a guideline and the following syllabus should be strictly followed while setting the question paper.*

OBJECTIVE: **The objective of this paper is to make the scholar acquaint with publication ethics & use of databases for research**

- RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)
  Introduction to philosophy: definition, nature and scope, concept, branches.
  Ethics: definition, moral philosophy, nature of moral judgements and reactions.
- RPE 02: SCIENTIFICCONDUCT (5hrs.)
  Ethics with respect to science and research
  Intellectual honesty and research integrity
  Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
  Redundant publications: duplicate and overlapping publications, salami slicing.
  Selective reporting and misrepresentation of data
- RPE 03: PUBLICATION ETHICS (7 hrs.)
  Publication ethics: definition, introduction and importance
  Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
  Conflicts of interest
  Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
  Violation of publication ethics, authorship and contributor ship
  Identification of publication misconduct, complaints and appeals
  Predatory publishers and journals
- RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)
  Open access publications and initiatives
  SHERPA/RoMEO online resource to check publisher copyright & self- archiving policies
  Software tool to identify predatory publications developed by SPPU
  Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc
- RPE 05: PUBLICATION MISCONDUCT (4hrs.)
  A. Group Discussions (2 hrs.)
  Subject specific ethical issues, FFP, authorship
  Conflicts of interest
  Complaints and appeals: examples and fraud from India and abroad
  B. Software tools (2hrs.)
  Use of plagiarism software like Turnitin, Urkund and other open source software tools
- RPE 06: DATABASES AND RESEARCH METRICS (7 hrs.)
  A. Databases (4 hrs.)
     Indexing databases
     Citation databases: Web of Science , Scopus, etc.
  B. Research Metrics (3hrs.)
     Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score.
     Metrics: h- index,g index, i10 index, altmetrics

SUGGESTED READINGS:
- Brid, A. (2006). Philosophy of Science. Routledge.
- MacIntyre, Alasdair (1967) A Short History of Ethics. London.
- P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped: do not get plagiarized, ISBN:978- 9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10, retrieved from https:// www. niehs.nih.gov/research/resources/bioethics/whatis/index.cfm
- Beall,j,(2012). Predatory publishers are corrupting open access. Nature, 489(7415),179-179.https://doi.org/10.1038/489179a
- Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019).ISBN: 978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics Book.pdf

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teacher from time to time.

<center>**PMB-C103: QUANTITATIVE TECHNIQUES**</center>

Duration of Main Exam: 3 Hrs.   *Marks: External –70, Internal -30.*

Note: *Ten questions are to be set taking* **two questions** *from each unit. The student has to attempt FIVE questions taking one question from each unit. The previous year paper/model may be used as a guideline and the following syllabus should be strictly followed while setting the question paper.*

OBJECTIVE: **The objective of this paper is to make the scholar familiar with statistical tools and technique. The main focus however is on their applications in research.**

● Classification & Presentation of Data: Tabulation-Types of Table, Diagrammatical and Graphical presentation. **Case Study 1** "Ommune IT Solutions: make or break",

● Mathematical basis of Managerial Decision-Concepts, Frequency Distribution and their Analysis.

● Correlation and Regression Analysis, Test of Hypothesis —t, Z and chi square tests, Analysis of Variance, Time Series Analysis and Forecasting.

● Factor analysis, Discriminant analysis, Cluster analysis and Multivariate analysis. **Case Study 2** ," I can do better: Mexican direct sellers of beauty products "

● Use of Mathematical Modeling in Management Decision Making, Use of Statistical packages like SPSS, SYSTAT and Capital line database.

SUGGESTED READINGS:

● Burton, V Sasieni (1978). *Mathematics for Modern Management*, Wiley Eastern, New Delhi.
● Chadha, N.K. (1996). *Statistics for Behavioral and Social Sciences*, Reliance Publishing House, New Delhi.
● Gupta, S.P and Gupta, M.P. (2009). *Business Statistics*, Sultan Chand, New Delhi
● Kazmiot, L.J and Phol, N.F. (1988). *Basic Statistics for Business & Economics*, McGraw Hill, New York.
● Levin, Richard I and Rubin, David (2007). *Statistics for Management*, Prentice Hall of India, New Delhi.
● Levine, David M, Krehbiel, Timothy C, Berenson, Mark L., and Viswananthan, P.K. (2011). *Business Statistics*, Prentice Hall of India, New Delhi.
● Narag, A.S. (1996). *Linear Programming and Decision-Making*, Sultan Chand & Sons, New Delhi.
● Sharma, J.K. (2001). *Fundamentals of Operations Research*, MacMilan, New Delhi.
● Sineich, Tery and Collier (1990) *Business Statistics by Examples*, MacMilan Publishers, London.
● Stephen, K.C. (2002). *Applied Business Statistics- Text Problems & Cases*, Harper and Row, New Delhi.
● **CASE STUDY 1**: Monica Singhania Syed Ashraf Husain, (2012),"Ommune IT Solutions: make or break", Emerald Emerging Markets Case Studies, Vol. 2 Iss 8 pp. 1 – 9 Permanent link to this document: http://dx.doi.org/10.1108/20450621211311597
● **CASE STUDY 2**: Lucía Fernández Reyes Dr Rajagopal , (2013)," I can do better: Mexican direct sellers of beauty products ", Emerald Emerging Markets Case Studies, Vol. 3 Iss 5 pp. 1 – 6 Permanent link to this document: http://dx.doi.org/10.1108/EEMCS-10-2013-0197

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teacher from time to time.