

K L UNIVERSITY
SCHOOL OF MANAGEMENT SCIENCES

SEMESTER – II

Course Code: MBAC 203

Course title: Quantitative methods & Research Methodology

Objective: The objective of the course is to introduce the basic methods of conducting research, explore ideas in formulating research objectives and hypotheses and sample framework for undertaking research studies through well designed and structured questionnaires and do statistical analysis.

Unit-I:

Introduction: Nature and Importance of research - Types of research - Research process – Defining research problem - Research design – Types - Sampling design – Data collection- Types & Methods.

Unit-II:

Measurement concepts: Measurement and Scaling concepts - Levels of measurement and types of scales, Criteria for good measurement - Questionnaire design, Characteristics of good questionnaire / schedules.

Unit-III:

Statistical Tools (Descriptive): Diagrammatic & graphical presentation of data, Tabulation of data and general rules of tabulation, Measures of Central Tendency, Measures of Dispersion, Measures of Variation, Measures of Central Tendency vs. Measures of Dispersion, Measures of Skewness and Kurtosis

Unit-IV:

Statistical Inference: Introduction to hypothesis, procedure for testing of hypothesis, parametric vs. non-parametric tests, tests of significance for small samples, Parametric tests- Z test, T test, Chi square test, ANOVA, Correlation and Regression Analysis, Multivariate analysis - Non-parametric tests- Kolmogorov, Smirnov test, Sign test.

Unit-V:

Report Writing: Significance of report writing, Types of reports, steps in report writing, Layout of research report, Mechanics of report writing, precautions in research reporting, Use of statistical software SPSS/SAS/MINITAB in research.

References

- Donald R. Cooper, Pamela S. Schindler: *Business Research Methods*, 8/e, TMH, 2009.
- Gaur: *Statistical Methods for Practice and Research*, Sage Publication, 2009
- Bhandarkar & Wilkinson: *Methodology and Techniques of Social Research*, Himalaya, 2009
- Dipak Kumar. Bhattacharya: *Research Methodology*, Excel Books, 2009
- William G. Zikmund: *Business Research Methods*, Cengage, 2006.
- Alan Bryman & Emma Bell: *Business Research Methods*, 2/e, Oxford, 2008.
- Richard I Levin & David S. Rubin: *Statistics for Management*, 7/e. Pearson, 2008.
- C.R Kothari: *Research Methodology Methods & Techniques*, 2/e, Vishwa Prakashan, 2009.
- J.K. Sachdeva: *Business Research Methodology*, Himalaya, 2009
- Nargundkar: *Marketing Research Tests and Cases*, TMH, 3/e, 2009