

VEER NARMAD SOUTH GUJARAT UNIVERSITY
RESEARCH METHODOLOGY

Objectives:

To equip the students with the basic understanding of research methodology. To provide an insight into the applications of research in business. To provide an understanding of how the research is done and how it helps the manager take better decision making

Contents:

1. Nature and scope of Research methodology
2. Problem formulation and statement of research objective
3. Value and cost of information
4. Organization structure for research
5. Research process
6. Research design
7. Research Design: methods of data collection(survey and observation)
8. Instrument design process
9. Scale development techniques
10. Qualitative research
11. Sample Design
12. Field Work and tabulation of data (Data preparation and Description, Exploring, displaying, and examining data)
13. Statistical technique (measures of Association, Hypothesis testing)
14. Analysis of Data (Multivariate analysis)
15. Report writing
16. Case presentations

References:

- 1 Business Research Methods Cooper and Schindler (CS)
- 2 Marketing Research by Naresh Malhotra
- 3 Marketing Research by Boyd and Westfall
- 4 Business Research methods by Zikmund
- 5 Essential marketing research by Kumar Akar