

Department of Human Resource Management & Organisational Behaviour

School of Business Studies, Central University of Jammu

Teaching Plan

Course Name	Research Methodology
Course Code	PGHRM2C003T
Course objectives	The basic objective of this course is to acquaint the students with the procedure of conducting systematic inquiry in the field of management in general and HR in particular and to equip them with skills and knowledge needed to formulate and undertake the research project in a systematic manner.
Learning Outcomes	Basic concepts of business research, stages of literature review, outline of research design, data collection techniques, instrument development, sampling procedure, data preprocessing and entry, measurement analysis using SPSS software, testing of hypotheses, interpretation of results and research reporting
Pedagogy	Class Lectures, Presentations Research Paper Reviews, Case Discussion, Project Assignments, Lab Demonstrations
Contact Hours /Week	4
Lectures /Week	4
Semester	2 nd
Course In Charge	Dr. Shahid Mushtaq
Evaluation	Mid Term: 25% Continuous Assessment: 25% End Semester: 50%

Week	Topic	Contact Hours	Pedagogical Tool	Suggestive Readings
Week 1	Introduction to Basic Concepts	02	Demonstration, Presentations and Lecture Notes	Cooper, D. R., & Schindler, P. S. <i>Business Research Methods</i> . New Delhi: Tata McGraw Hill
	Stages in the Research Process	02	Demonstration, Presentations and Lecture Notes	Cooper, D. R., & Schindler, P. S. <i>Business Research Methods</i> . New Delhi: Tata McGraw Hill
Week 2	Problem Definition and Research Objectives	01	Demonstration, Presentations and Lecture Notes	A Sekaran, U. <i>Research methods for business: A skill building approach</i> . New York: John Wiley & Sons
	Types of Research	01	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. <i>Marketing Research: An Applied Orientation</i> , New Delhi: Pearson Education
	Significance of Business Research in Management Decision Making;	02	Demonstration, Presentations and Lecture Notes	Zikmund, W. G. <i>Business Research Methods</i> , Cengage Learning
Week 3	Business Research in Practice.	01	Demonstration, Presentations and Lecture Notes	Zikmund, W. G. <i>Business Research Methods</i> , Cengage Learning
	Classification of Research Design	03	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. <i>Marketing Research: An Applied Orientation</i> , New Delhi: Pearson Education

Week 4	Case of Exploratory research	01	Case Analysis	
	Tutorial	01	Quiz	
	Secondary data- Nature, Sources & Advantages	01	Demonstration, Presentations and Lecture Notes	Adams, J., Khan, H. T. A., Raeside, R. & White, D. <i>Research Methods for Graduate Business and Social Science Students</i> . New Delhi: Sage Publication Inc
	Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data.	01	Demonstration, Presentations and Lecture Notes	Adams, J., Khan, H. T. A., Raeside, R. & White, D. <i>Research Methods for Graduate Business and Social Science Students</i> . New Delhi: Sage Publication Inc
Week 5	Concept of Measurement	01	Demonstration, Presentations and Lecture Notes	Cooper, D. R., & Schindler, P. S. <i>Business Research Methods</i> . New Delhi: Tata McGraw Hill
	Scales of Measurement- Types & Properties	03	Demonstration, Presentations and Lecture Notes	Cooper, D. R., & Schindler, P. S. <i>Business Research Methods</i> . New Delhi: Tata McGraw Hill
Week 6	Tutorial	02	Case Analysis	
	Measurement of Attitudes	02	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. <i>Marketing Research: An Applied Orientation</i> , New Delhi: Pearson Education

Week 7	Scaling Procedure	02	Demonstration, Presentations and Lecture Notes	Sinha, R. K. Research Methodology: A Step-by-Step Guide for Beginners. New Delhi: Sage Publications
	Questionnaire Design and Testing	02	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. <i>Marketing Research: An Applied Orientation</i> , New Delhi: Pearson Education
Week 8	Project assignment research proposal on Questionnaire Design	02	Review, Discussion and Feedback	
	Sampling Theory, Design and Issues	02	Demonstration, Presentations and Lecture Notes	Nachmias, C. F. & Nachmias, D. Research methods in the social sciences. New York: Worth.
Week 9	Tutorial	01	Quiz	
	Central Limit Theorem	01	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. <i>Marketing Research: An Applied Orientation</i> , New Delhi: Pearson Education
	Hypothesis Testing- Concept and Procedure	02	Demonstration, Presentations and Lecture Notes	Sinha, R. K. Research Methodology: A Step-by-Step Guide for Beginners. New Delhi: Sage Publications=
Week 10	Tutorial	02	Review of Research Article-I	

	Data Preparation Process	02	Demonstration, Presentations and Lecture Notes	Zikmund, W. G. Business Research Methods, Cengage Learning
Week 11	Tutorial	02	Review of Research Article-II	
	Tutorial	02	Quiz	
Week 12	Introduction to SPSS	02	Lab Demonstration: SPSS	Field, A, Discovering Statistics using SPSS
	Data Entry and Coding	02	Lab Demonstration: SPSS	Field, A, Discovering Statistics using SPSS
Week 13	Analyzing Data Using SPSS---T-test	02	Lab Demonstration: SPSS and Lecture Notes	Field, A, Discovering Statistics using SPSS
	Exercises on t-test	02	Lab Demonstration: SPSS	
Week 14	Analyzing Data Using SPSS-ANOVA	02	Lab Demonstration: SPSS and Lecture Notes	Field, A, Discovering Statistics using SPSS
	Exercises on ANOVA	02	Lab Demonstration: SPSS	
Week 15	Correlation	02	Demonstration, Presentations and Lecture Notes	
	Exercises on Correlation	02	Lab Demonstration: SPSS	Field, A, Discovering Statistics using SPSS
Week 16	Factor Analysis	02	Demonstration, Presentations and Lecture Notes	Malhotra, N. K & Dash, S. Marketing Research: An Applied Orientation, New Delhi: Pearson Education
	Exercises on Exploratory Factor Analysis	02	Lab Demonstration: SPSS	

Week 17	Exercises on Confirmatory Factor Analysis	02	Lab Demonstration: SPSS	
	Interpretation of Results, Reporting Research Findings	02	Demonstration, Presentations and Lecture Notes	
Week 18	Citation management-APA style	01	Demonstration, Presentations and Lecture Notes	
	Exercises on APA Style	01		
	Business Research Ethics	01	Demonstration, Presentations and Lecture Notes	Monippally, Mathukutty M and Pawar, Badrinarayan Shankar. Academic Writing: A Guide for Management Students and Researchers. New Delhi, Response (Sage).
	Anti-plagiarism tools	01	Lab Demonstration	
Total		90 Hrs		