

COURSE NAME: SOCIAL RESEARCH METHODS (SRM)

Credits	03
Faculty Name	Professor Amar KJR Nayak Email: amar@xim.edu.in
Program	MBA – I, Section D, E, & F
Term	Term – II

Course Objective:

Questioning the obvious has been the basis of knowledge development, innovation, and technology in human history. While all managers would like to think out of the box, only a few are successful at it. The inability to precisely diagnose the problem often leads to inaccurate prescription or solution to management problems. Further, there are several ways to diagnose and analyze different types of problems. However, we often adopt one favored methodology or tool to resolve all types of problems we encounter. This could be an impediment to resolve the problem successfully.

This course has been designed to facilitate creative thinking abilities of a student by learning to question, provide some conceptual clarity in systematic research, provide an exposure to alternate frameworks of analyzing problems or questions, develop operational skills on some most often used analytical tools using statistical software and provide an hands on exercise using group projects of student groups. Accordingly, this course is designed to have four modules viz., Fundamentals of Social Research, Research Methodologies, Analytical Tools, Methods & Interpretation, and Hands-on-Application.

Learning Outputs & Outcomes:

The students will be able to

- Develop skills of using different analytical tools, techniques and methods.
- Develop skills to use statistical software (SPSS) for statistical analysis.
- Have hands-on-application of social research methods on real social-business problem.
- Develop conceptual clarity in systematic inquiry process in management.
- Develop some ability to decompose complex social-business phenomenon.
- Appreciate the relevance of different methodologies to different types of problems.
- Develop some level of critical thinking, questioning and reflective practice.

Course Outline and Schedule:

Session	Topics	Specific Readings/Exercises
Module 1: Fundamentals of Social Research & Methods		
1	Introduction to the Course	Course Outline, Assignments & Pedagogy
2	Learn to Question for Reflective Practice	Class Exercise
3	Identify Social-Business Problem (s)	Exercise to identify a major socio-economic-environment problem impacting business
4	Deconstruction of the identified Problem	Group Exercise to deconstruct the identified problem
5	Understand nature of Factors & Variables	Reference Book 1, Chapter 1
6	Validity & Reliability of Variables	Reference Book 1, Chapter 3
7	Refine Research Question, Factors & Variables	
8	Sampling Techniques & Scaling of Instrument	Reference Book 1, Chapter 7-11
9	Instrument Development	Reference Book 1, Chapter 7-11
10	Techniques of Data Collection (Online, Offline)	
Module 2: Analytical Tools, Methods & Interpretations (using Statistical Software, SPSS)		
11 -15	Introduction to SPSS:	Analyze the Data from the Live Exercise
	Descriptive Statistics & Variance Analysis	
	Regression Analysis using SPSS	Reference Book 2
	Data Reduction: Factor Analysis using SPSS	Reference Book 3
	Data Classification: Cluster Analysis using SPSS	Reference Book 3
Module 3: Research Methodologies (Alternate Windows to Explore)		
16	Survey Methodology	Illustration: Applying this methodology to address the research problem identified.
17	Case Methodology	Illustration: Applying this methodology to address the research problem identified.
18	Exploring Alternate Methodologies: Ethnographic Methodology, Historical Methodology, & Action Research	<ul style="list-style-type: none"> o Skeleton Lake –Roopkund (A Documentary) o http://www.bu.edu/historic/06conf_papers/Nayak.pdf o Implementing-Community-Enterprise-System.pdf
19-20	Group Project Presentations & Closure	Demonstration by groups & hands on support

Evaluation Criteria:

Components	Marks
Quizzes / Mid Term Test	20 %
Term Group Assignment – Applying SRM & SPSS on Social-Business Problem(s)	40 %
End Term Exam	40 %

Group Term Project:

The research project includes conceptualization of a problem, deconstruction of the problem, developing a framework and hypothesis for the study, design of an appropriate instrument, data collection from both secondary and primary sources and analysis. Secondary data using the various databases like ISI Emerging Markets, EBSCO, Census of India, other Central Government or State Government Reports, CMIE, Company Annual Reports, Industry database, etc may be used where ever necessary. Groups are encouraged to take up projects using different Research Methodologies.

Group Size: Each group shall consist of not more than 5 students.

Project Submission Deadlines (To be finalized after discussing with Class)

Group List: **before the second Session of the Course**

Identification of Management Problem:

Decomposition of Management Problem:

Instrument for Data Collection:

Report Submission:

Reference Books (these are not text books):

1. Social Research Methods, Alan Bryman, Oxford (For Module 1 & 2. This book shall be provided as a **key reference book**)
2. Business Research Methods, P Mishra, Oxford (For Module 3)
3. Business Research Methods, Cooper Schindler, Tata McGraw Hill (For general issues in research & research report guidelines)
4. Research for Marketing Decisions, Paul Green, Donald S Tull, & Gerald Albaum (For general issues and Research in Marketing)
5. Multivariate Data Analysis, Hair, Anderson, Tatham & Black (For Multivariate Analysis)
6. Research Methodology, R Panneerselvam (For Factor & Cluster Analysis)
7. Basic Econometrics, D N Gujarati, TMH (For Regression Analysis)
8. Case Study Research: Design & Methods, Robert K Yin, Sage (For Case Methodology)
9. Multinationals in India: FDI & Complementation Strategy in a Developing Country Context, Amar KJR Nayak (For examples of Cases following Case Methodology)
10. SPSS for Windows Step by Step, Darren George & Paul Mallery, Pearson (For SPSS)

However, the students may refer to other books in the library for reference. In addition, the instructor will also provide some reading material, film and documentary as learning tools as indicated in the course outline.

Academic Integrity: As per the Institute Norms and Standards.