

## Course Outline

**Subject:** Research Methods for Business

**Class:** M.Com

**Course Objective:** Business research methods provide the insight into the challenges faced by managers in research for business decision making. The course aims at:

- To meet the challenge of the fast pace decision making environment,
- Provide the knowledge and skills a manager needs to solve the problems,
- The course is designed to prepare the students to manage business, not-for-profit, and public organization in all functional areas.

**Course Contents:**

Serial #	Topic
1	<ul style="list-style-type: none"><li>• The Role of Business Research<ul style="list-style-type: none"><li>- The scope of Business Research.</li><li>- Business Research Defined.</li><li>- Managerial Value of Business Research</li><li>- What is Good Research?</li><li>- How the research industry works.</li><li>- Business Research is a global activity.</li></ul></li></ul>
2	<ul style="list-style-type: none"><li>• Scientific Investigation</li><li>• The Hall Marks of Scientific Research</li><li>• Research &amp; the scientific Method</li><li>• Deduction &amp; Induction</li><li>• The language of Research</li><li>• Concepts</li><li>• Constructs Definitions</li><li>• Variables</li><li>• Propositions &amp; Hypotheses</li><li>• Theory</li><li>• Models</li><li>• Some Obstacles to conducting Scientific Research in the Management Area</li><li>• The Hypothetico-Deductive Method</li></ul>
3	<ul style="list-style-type: none"><li>• The Research Process:</li><li>• Stages in the Research process</li><li>• Decision alternatives in the research process</li><li>• Influence of uncertainty on types Research.</li><li>• Research Process Issues</li></ul>
4	<ul style="list-style-type: none"><li>• Business Research Requests and Proposals<ul style="list-style-type: none"><li>- Research Proposal.</li><li>- Purpose of Research Proposal.</li><li>- Types of Research Proposal.</li><li>- Development of the proposals.</li><li>- Formatting the Research proposal</li><li>- Contents of the Research proposal</li><li>- Requirements of the sponsoring agent.</li><li>- Evaluation of Research proposal.</li><li>- Professional Implicit Considerations.</li></ul></li></ul>

# Research Methods For Business Course Outline

**James Skinner, Aaron C.T. Smith, Daniel  
Read, Lauren M. Burch, Jacqueline  
Mueller**



## **Research Methods For Business Course Outline:**

ECRM2012- 9th European Conference on Research Methods in Business Management Rachel McClean,2010

**Handbook of Research on Scholarly Publishing and Research Methods** Wang, Viktor,2014-12-31 For faculty to advance their careers in higher education publishing is essential A competitive marketplace strict research standards and scrupulous tenure committees are all challenges academicians face in publishing their research and achieving tenure at their institutions The Handbook of Research on Scholarly Publishing and Research Methods assists researchers in navigating the field of scholarly publishing through a careful analysis of multidisciplinary research topics and recent trends in the industry With its broad practical focus this handbook is of particular use to researchers scholars professors graduate students and librarians EJBRM Volume 9 Issue 2 , *Building Education and Research* Jay Yang,Weilen P. Chang,2005-08-17 State of the art topic Broad range of interested parties Internationally acclaimed experts Covers factors that change building research Different management strategies Evaluative methods of measurement **ECEL2003-Proceedings of the 2nd European Conference on eLearning - 2003** Roy Williams,2003 *Ergonomics in Design* Francisco Rebelo,2022-07-24 Ergonomics in Design Proceedings of the 13th International Conference on Applied Human Factors and Ergonomics AHFE 2022 July 24 28 2022 New York USA *Research Methods for Sport Management* James Skinner,Aaron C.T. Smith,Daniel Read,Lauren M. Burch,Jacqueline Mueller,2024-07-10 Now in a fully revised and updated second edition Research Methods for Sport Management provides a complete introduction to qualitative quantitative and mixed methods for sport management students and practitioners Full of real world case studies data and examples and including international perspectives throughout this book to help the reader understand the challenges of research in different social and cultural contexts this book links theory to practice highlighting the importance of research skills in the contemporary sport industry This book outlines an eight step research framework that makes the research process easy to understand and that can be followed by beginners and built upon by more advanced researchers It covers the full research process from research design and literature review to data analysis and report writing with a strong emphasis throughout this book on new digital online and social media methods This new edition includes extended coverage of topics such as research ethics gender in research intersectional research Web 3 0 data visualization research impact and advanced statistical techniques and considers the differing requirements of sport related research across the private public and not for profit sectors With improved features to enhance teaching and learning including a research flow chart review questions topical case studies and PowerPoint slides this is an essential textbook for any research methods course taken as part of a degree course in sport business and management sport development or sport marketing and an invaluable toolkit for any managers leaders or analysts working in the sport industry **ECRM2013-Proceedings of the 12th European Conference on Research Methods** Isabel Ramos,Anabela Mesquita,2013-04-07 Complete proceedings of the 13th European Conference on Research Methodology for

Business and Management Studies ECRM 2013 PRINT version Published by Academic Conferences and Publishing International Limited      **Daily Graphic** Ransford Tetteh,2014-03-13      **ECRM 2012 Proceedings of the 11th European Conference on Research Methods** Rachel McClean,2012      **Resources in Vocational Education** ,1979

**Understanding Research Methodology- An Overview** Dr. Deepu R,Dr. Tisha Meriam Cherian,Dr. Vijayachandra Reddy.S,Jugal Kishore,2024-07-12 Understanding Research Methodology An Overview is an essential resource for anybody aspiring to become an expert in the art and science of research This book provides a systematic approach to research methodology including the basic concepts and steps needed to conduct reliable and valid investigations The book is structured into digestible chapters that explain fundamental concepts before going on to more difficult topics enabling readers to progressively understand the content It covers a variety of research methodologies and looks at the advantages and disadvantages of each including mixed approaches qualitative and quantitative methods Throughout case studies and examples demonstrating the application of theoretical concepts in real world research settings are interwoven with useful advice The ethical concerns and best practices that are necessary to conduct research in an ethical way are also included in the book Whether reading this book for professional development or academic credit it equips readers with the knowledge and abilities needed to effectively organise conduct and evaluate research For practitioners academics and students looking to make important contributions to their fields it is an invaluable tool      **ECRM2008-Proceedings of the 7th European Conference on Research Methods** Ann Brown,2008      **Research Methodology and Management Decision** Mr. Rohit Manglik,2024-03-28 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

**Resources in Education** ,2001-04      **Proceedings of the 1979 Academy of Marketing Science (AMS) Annual Conference** Howard S. Gitlow,Edward W. Wheatley,2015-05-28 This volume includes the full proceedings from the 1979 Academy of Marketing Science AMS Annual Conference held in Miami Florida It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing

science     Research Methods in Practice Dahlia K. Remler, Gregg G. Van Ryzin, 2021-08-24 Thoroughly updated to reflect changes in both research and methods this Third Edition of Remler and Van Ryzin's innovative standard setting text is imbued with a deep commitment to making social and policy research methods accessible and meaningful *Research Methods in Practice* Strategies for Description and Causation motivates readers to examine the logic and limits of social science research from academic journals and government reports A central theme of causation versus description runs through the text emphasizing the idea that causal research is essential to understanding the origins of social problems and their potential solutions Readers will find excitement in the research experience as the best hope for improving the world in which we live while also acknowledging the trade offs and uncertainties in real world research     *Research Anthology on Service Learning and Community Engagement Teaching Practices* Management Association, Information Resources, 2021-12-30 The need for more empathetic and community focused students must begin with educators as service learning has begun to grow in popularity throughout the years By implementing service and community aspects into the classroom at an early age educators have a greater chance of influencing students and creating a new generation of service minded individuals who care about their communities Teachers must have the necessary skills and current information available to them to provide students with quality service learning and community engagement curricula The *Research Anthology on Service Learning and Community Engagement Teaching Practices* provides a thorough investigation of the current trends best practices and challenges of teaching practices for service learning and community engagement Using innovative research it outlines the struggles frameworks and recommendations necessary for educators to engage students and provide them with a comprehensive education in service learning Covering topics such as lesson planning teacher education and cultural humility it is a crucial reference for educators administrators universities lesson planners researchers academicians and students

*Architecture Reading Lists and Course Outlines: Architectural design, Human behavior, Special topics* Georgia Bizios, 1991     **Challenges of Information Technology Management in the 21st Century** Information Resources Management Association. International Conference, 2000 As the 21st century begins we are faced with opportunities and challenges of available technology as well as pressured to create strategic and tactical plans for future technology Worldwide IT professionals are sharing and trading concepts and ideas for effective IT management and this co operation is what leads to solid IT management practices This volume is a collection of papers that present IT management perspectives from professionals around the world The papers seek to offer new ideas refine old ones and pose interesting scenarios to help the reader develop company sensitive management strategies

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