

Indian Institute of Technology Guwahati
Proposal for a New Course/ Revision of a Course

Course Number & Title: BM702H & Research Methods for Management Research	
L-T-P-C: 3-0-0-6	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective):	
Offered to: Doctor of Philosophy (PhD)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity)</p> <p>Introduction to Qualitative Research; Action Research; Case Study Research; Ethnographic Research; Grounded Theory; Interviews; Participants Observations and Feedback; Using Documents; Analysing Qualitative data and Hermeneutics; Introduction to Quantitative research; Summarizing and Exploring Data and Types of Scales; ANOVA for management research, T-test, F-test; Non-parametric test; Linear regression model, assumptions, violations, model specification; Multilevel models; Multidimensional scaling; Conjoint analysis; Path Analysis; Partial least squares; handling longitudinal data.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	
<p>1. Myers, M. D., <i>Qualitative Research in Business & Management</i>, 3rd Edition, Sage, 2019.</p> <p>2. Malhotra, N.K., & Dash, S., <i>Marketing Research</i>, Seventh Edition, Pearson, 2015.</p> <p>3. Wooldridge, J. M., <i>Introductory econometrics: A modern approach</i>, 5th edition, Cengage, 2015.</p> <p>4. Yin, R. K., <i>Qualitative research from start to finish</i>, Guilford publications, 2015</p>	