

**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><i>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)</i></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").	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Myers, M. D., <i>Qualitative Research in Business &amp; Management</i> , 3 <sup>rd</sup> Edition, Sage, 2019.
2.	Malhotra, N.K., & Dash, S., <i>Marketing Research</i> , Seventh Edition, Pearson, 2015.
3	Wooldridge, J. M., <i>Introductory econometrics: A modern approach</i> , 5th edition, Cengage, 2015.
4	Yin, R. K., <i>Qualitative research from start to finish</i> , Guilford publications, 2015