

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB16305	Course Name		Qualitative & Quantitative Research (QQR)				
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Develop a research proposal involving qualitative and quantitative research approaches and methods.
CO2	Choose appropriate qualitative research approach for exploring a given situation.
CO3	Compare and contrast qualitative, quantitative and mixed methods research with respect to benefits, limitations, uses and analysis.
CO4	Determine the appropriate quantitative data analysis technique for a given research objective.
CO5	Recommend research design decisions for given research problems, objectives or situations.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	1	1
CO2	3	3	--	--	1	1
CO3	3	3	1	1	1	2
CO4	3	3	--	--	1	1
CO5	2	3	1	2	1	2

Sr. No.	Module	Description	CO	Marks	Hours
1	I	Qualitative research	1, 2, 3	12	10
		<ul style="list-style-type: none"> • Defining qualitative research, Comparing Quantitative, Qualitative and Mixed Method Research, Ethical issues in qualitative research. • Qualitative Data Types, basic approaches in qualitative research, When to Use Qualitative Methods, Levels of Analysis, Qualitative Research Process and Degree of Structure. 			
2	II	Qualitative Research Approaches	1, 2, 5	13	10
		<ul style="list-style-type: none"> • Phenomenology, Grounded theory, Ethnography, Case Study. 			
3	III	Qualitative Research Data analysis	1, 2, 5	13	10
		<ul style="list-style-type: none"> ▪ Narrative for the qualitative researcher ▪ The process of qualitative data analysis <ul style="list-style-type: none"> ○ Data assembly, Data reduction, Data display, Data verification ○ The grounded theory approach to analysing data ○ Content analysis (Manually) ○ Qualitative data analysis software 			
4	IV	Quantitative research	1, 4, 5	13	10
		<ul style="list-style-type: none"> • Types of quantitative research designs • Reliability <ul style="list-style-type: none"> ○ Types of reliability <ul style="list-style-type: none"> ▪ Internal <ul style="list-style-type: none"> • Split half method ▪ External <ul style="list-style-type: none"> • Test re-test measure • Inter-rater reliability 			
		<ul style="list-style-type: none"> • Validity <ul style="list-style-type: none"> ○ Kinds of Validity <ul style="list-style-type: none"> ▪ Construct <ul style="list-style-type: none"> • Translation <ul style="list-style-type: none"> ○ Face ○ Content • Criterion <ul style="list-style-type: none"> ○ Predictive ○ Concurrent ○ Convergent ○ Discriminant • Inference – Internal and External 			
		Multivariate data analysis – I			
		<ul style="list-style-type: none"> • Multiple regression, Exploratory Factor analysis, Cluster analysis 			
4	IV	Multivariate data analysis – II	1, 4, 5	12	10

	<ul style="list-style-type: none"> • Multidimensional Scaling, Conjoint Analysis. 			
	Econometric modelling			
	<ul style="list-style-type: none"> • Types of Data in econometric modelling • Time series data analysis: <ul style="list-style-type: none"> ○ unit root processes ○ modelling univariate time series, modelling multivariate time series. ○ Ordinary Least Square (OLS) model ○ Autoregressive Distributive Lag (ARDL) model ○ Volatility testing using ARCH and GARCH. 			
	Communicating Research Findings			
	<ul style="list-style-type: none"> • Research report and Presentation. 			

REFERENCES:

1.	Ritchie, J., Lewis, J., Nicholls, C. M., & Ormston, R. (2003). Qualitative research practice (Vol. 757). London: sage.
2.	Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
3.	Leavy, P. (2017). Research design. New York, The Guilford.
4.	Gujarati, D. N., & Porter, D. C. (2009). Basic econometrics. McGraw-hill.
5.	Maindonald, J. H. (2011). Qualitative research from start to finish by Robert K. Yin.
6.	Naresh, K. M., Daniel, N., & David, F. B. (2017). Marketing research: an applied approach.
7.	Jou Bajpai, N. (2011). Business research methods. Pearson Education India. mal of Retailing