O.P. JINDAL GLOBAL
Institution of Eminence Deemed to be
UNIVERSITY
A Private University Promoting Public Service

Office of Doctoral Studies
Jindal Global Business School
Course Outline

Course Structure: Advance Business Research Methods

Course Title	**Advanced Business Research Methods**
Semester	Fall / Spring
Credits	3
Course Code	DS-C-008
Discipline/Area	IS and Analytics
Provide details, if this course is a prerequisite for any course/specialization	General computer skills and a familiarity with charting tools like Microsoft Excel are necessary.
Name of the Faculty Member/Course Instructor	**T. JOJI RAO & KRISHAN K. PANDEY**
Contact Details of the Faculty Member	Email: kkpandey@jgu.edu.in Mobile: 8396907453
Faculty Member's Open Office Day/s & Time	Prior Appointment Monday to Friday Post Lunch (2:00 PM - 6:00 PM)

INTRODUCTION

This course is design for Ph.D. level students who have done basic statistic courses earlier. The course is designed to familiarize the doctoral students with the advance data analysis technique. The selected case studies will lay down the foundation that will help them to use the acquiring skills to solve research problems or have shaped and influences a research sub-stream. I personally believe that with the advancement of computational technology, analytics has become an inevitable part of research.

COURSE OBJECTIVES 3

The objectives of this course are multifold, the students will get a chance to update their skills in the data analytics software. This course is designed to build up the advance skills necessary for research and familiarize themselves with the software which will help them in computing the most relevant information form data during their actual research.

By the end of the course, one would:

- Hands on usage of qualitative as well as quantitative research methods tools.
- Knowledge of advance data analytics models and their applications
- Able to apply the acquired skills in solving assignments which will mimic real case studies

COURSE LEARNING OBJECTIVES (CLO)

The specific learning outcomes (or objectives) of the course aims to shape the attitudes of learners regarding the field of advance tools of research methods. By completing this course, the student will learn to perform the following:

CLO 1: Understand different types of research methodology and their uses

CLO 2: Identify Problem, Formulate Research Questions and Research Design, Preparation & Refinement of Conceptual Lens, preparation of Qualitative Protocol.

CLO 3: Understating Case Study Research method, Document & Framework Analysis, Thematic Content Analysis

CLO 4: Compute, interpret and apply the results of Correlation, Simple & multiple regression analysis

CLO 5: Demonstrate an understanding of Factor Analysis, Cluster Analysis and SEM

EVALUATION SCHEMA

The course grade will be determined on the basis of

Assessment Task	Weightage	Nature
A1. End Term Exam	50%	Individual
A2. Quiz	15%	Individual
A3. Presentation/ Assignment	20%	Individual/Group
A4. Group project	15%	Individual/ Group

DESCRIPTION OF ASSESSMENTS

A1. End Term Examination is the summative take-home assessment which will be conducted by the Examination Office after the completion of the course at the end of the semester. This will cover all the 5 learning objectives.

A2. Quiz: A comprehensive quiz will be conducted on session on CLOs 1 & 2 through UMS/Moodle and will serve as a formative assessment.

A3. Presentation/Assignment : Each student has to work on an assignment or presentation to fulfil any of the 5 learning objectives. The workings and findings must be presented in front of the class via MS Teams. The presentations will be recorded for evaluations.

A4. Group Project: Each student must be a part of Group project this will also serve as a formative assessment.

TEACHING METHOD

- Students will read class material, study best and worst practices, compare and contrast real-world examples, engage in problem solving, and participate in discussions related to the course material.
- Students will also practice applying the techniques and best practices discussed to real-world problems with the help of various tools/software.
- Interactive approach of learning through online data base platform.
- Learning by doing will be the main teaching methods for this course.

TEXT BOOK DETAILS

S. No.	TITLE	AUTHOR	PUBLISHER
1	Exploring Research	Neil J. Salkind	Pearson
2	Applied Business Statistic	Ken Black	Wiley
3	Multivariate Data Analysis	Hair et al	Pearson
4	Research Methodology: Methods & Techniques	CR Kothari	New Age International Publishers

DETAIL SESSION PLAN

Topic	Session	Reading
Module 1 : Qualitative research methods for Business Research		
Qualitative Research Conceptualisation Process for Business Research: Preparation & Refinement of Conceptual Lens, preparation of Qualitative Protocol.	**1-5**	*Qualitative Inquiry & Research Design: Choosing Among Five Approaches by Creswell, John W., 2nd edition, The SAGE Handbook of Qualitative Research by Norman K. Denzin & Yvonna S. Lincoln, 3rd edition*
Qualitative methods overview: Case Study Research method, Document & Framework Analysis, Thematic Content Analysis	**6-12**	*Qualitative Inquiry & Research Design: Choosing Among Five Approaches by Creswell, John W., 2nd edition, The SAGE Handbook of Qualitative Research by Norman K. Denzin & Yvonna S. Lincoln, 3rd edition*
Workshop on Qualitative research methods for Business Research	**13**	
Module 2 : Quantitative research methods for Business Research		
Correlation and Regression Analysis ***Data Set:*** *Stock Dynamics, Internet Privacy Poll, Demographics and Employment, Election forecasting, Popularity of music records*	**14-18**	*Multivariate Data Analysis: Global Edition, Hair et al, Chapter 6* *Applied Business Statistic by Ken Black*
Factor Analysis & Cluster Analysis ***Data Set:*** *FIFA 2018, Climate Change, Detecting Flu Epidemics via Search Engine Query Data*	**19-23**	*Multivariate Data Analysis: Global Edition, Hair et al, Chapter 6 & 8* *Applied Business Statistic by Ken Black*
Structural Equation Modelling **Data Set:** *Structural Equation Modelling (SEM) in SPSS AMOS With Data From the International Sponsorship Study*	**24-27**	*Multivariate Data Analysis: Global Edition, Hair et al, Chapter 6 & 8* *Applied Business Statistic by Ken Black*
Workshop on Quantitative research methods for Business Research	**28**	

Special comments on this course:

It is assumed that each student works on her/his own computer. The PhD students should install the program R & R studio/ Excel/ SPSS & AMOS software's on their laptops before the course starts.