



ADMINISTRATIVE MANAGEMENT COLLEGE
18th KM, Bannerghatta Road, Bangalore - 560083

RESEARCH METHODS

Course duration: 35 Hours

About the course

This course will provide an opportunity for participants to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Participants will use these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment.

Course Outcome

- Understand research terminology
- Be aware of the ethical principles of research, ethical challenges and approval processes
- Describe quantitative, qualitative and mixed methods approaches to research
- Identify the components of a literature review process
- Critically analyse a published research

Eligibility criteria

- Only Final year MBA students are eligible.

Course content

Module 1: Foundations

- Lesson 1: Introduction to Research and the Research Process
- Lesson 2: Research Ethics and Integrity

Module 2: Quantitative Research

- Lesson 4: Introduction to Quantitative Research, Study Designs and Methods

- Lesson 5: Analysis and Interpretation of Quantitative Data
- Lesson 6: Critical Assessment of Quantitative Research

Module 3: Qualitative Research

- Lesson 7: Introduction to Qualitative Research, Study Designs and Methods
- Lesson 8: Analysis and Interpretation of Qualitative Data
- Lesson 9: Critical Assessment of Qualitative Research

Module 4: Mixed Methods Research

- Lesson 10: Introduction to Mixed Methods Research, Study Designs and Methods
- Lesson 11: Analysis and Interpretation of Mixed Methods Data
- Lesson 12: Critical Appraisal of Mixed Methods Research