

Bachelor of Vocation - Retail Management & IT course (Semester-6)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-4 Research design and Methodology for Retail sector

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSE-4 Research design and Methodology for Retail sector	4	3	1	0	N/A	N/A

Learning Objectives

By the end of this course, students should be able to understand the fundamentals of research methodology and its significance in the retail sector. The course aims to inculcate research aptitude among the learners and equip them with knowledge and skills required to successfully undertake various steps in the research process

Learning outcomes

By studying this course, students will be able to:

1. Identify and define research problems in the retail sector.
2. Apply appropriate research methodologies for retail studies.
3. Collect and analyze quantitative and qualitative data effectively.
4. Utilize statistical tools and software for data analysis.
5. Prepare and present research reports with clarity and accuracy.

Syllabus:

Unit 1: Introduction (10 Hours)

Meaning, Objectives, and Significance of Research in Retail Management, Types of Research: Exploratory, Descriptive, and Causal Research, Research Process and Steps in Research, Defining Research Problem and Formulating Hypotheses, Ethical Considerations in Retail Research.

Unit 2: Research Design and Data collection (12 Hours)

Meaning, need, features of good design; Research Design: Exploratory, Descriptive, and Experimental, Sampling Techniques: Probability and Non-Probability Sampling, Data Collection Methods: Primary vs. Secondary Data, Questionnaire Design and Interview Methods, Measurement Scales and Reliability & Validity.

Unit 3: Data Analysis and Interpretation (11 Hours)

Introduction to Data Analysis- application of software for data analysis with appropriate tools for Retail Research, Hypothesis Testing: Parametric and Non-Parametric Tests, Correlation and Regression Analysis, Interpretation of Research Findings.

Unit 4: Report Writing and Presentation (12 Hours)

Types of Research Reports, Structure and Components of a Research Report , Steps in Report Writing: Format and Presentation of Report, Review of related literature and its implications at various stages of research Major findings, Conclusions and suggestions; Citation of references: Referencing (APA etc.), bibliography, Presentation of Research Findings, Case Studies and Practical Applications in Retail Research.

Essential/recommended readings-

1. Kothari, C.R. & Garg, Gaurav – Research Methodology: Methods and Techniques (2019)
2. Bhattacharyya, Dipak Kumar – Research Methodology (2006)
3. Krishnaswamy, K.N., Sivakumar, A.I. & Mathirajan, M. – Management Research Methodology: Integration of Methods and Techniques (2009)
4. Gupta, S.P. – Statistical Methods (2014)

Suggested Readings-

1. Kothari, B. L. (2007). Research Methodology: Tools and Techniques. Jaipur: ABD Publishers.
2. Malhotra, Naresh & Dash, Satya Bhushan – *Marketing Research: An Applied Orientation* (2017)
3. Mark Saunders: Research Methods for Business: Pearson Education, 2010.
4. Newman, W.L. (2021). Social Research Methods: Qualitative and Quantitative Approaches, 8th ed. Pearson.
5. Bryman, A., & Bell, E. (2011). Business research methods. 3rd ed. Cambridge; New York, NY: Oxford University Press.
6. Cooper, D.R. and Schindler, P.S. (2014) Business Research Methods. 12th Edition, McGraw Hill International Edition, New York.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.