



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM) TERM: V

TITLE OF THE COURSE: RESEARCH METHODOLOGY
CREDITS: 4

COURSE DESCRIPTION

The management world today is overloaded with data thanks to the impressive advances in data-collection technologies and enhanced capacities for data storage. But data alone is not useful unless it is transformed by a research process into 'insightful' information that can empower managers to make informed decisions. This course offers a foundational grounding on research methods by introducing participants to the important elements of management research and enables them to develop useful research skills.

COURSE OBJECTIVES

- 1) To enable participants to appreciate the value of research as an empowering tool for management decision-making
- 2) To develop an understanding of the research process
- 3) To introduce participants to a variety of research designs and techniques
- 4) To appreciate scholarly writing and evaluate its quality
- 5) To contemplate on the ethical dimensions that underlie any research enterprise
