



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM) TERM: VI

TITLE OF THE COURSE: SOCIOLOGY 3 (Introductory Fieldwork & Research)
CREDITS: 3

COURSE DESCRIPTION

To be a successful business leader, one has to develop adequate skills to understand the social set up where he is going to operate. Classroom teaching though is necessary, but not sufficient for learning about the intricacies of social phenomena in detail. One has to experience these practically from the field where actually these are taking place. Field work is important part of social research. Learning by doing or learning by actively participating in the field helps the students understand the subject matter better than learning by listening in the classroom. This course provides an opportunity for students to integrate theory and concepts into real social field. This course aims to expose the participants to the practical social field and help them learn some important lessons from the people in the research field. Along with this, the course will enable the students to acquire necessary skills to do effective fieldwork, establishing rapport with the respondents, preparing tools (questionnaire/interview schedule/observation) for social research and use them effectively. Further it will train them in analyzing the collected data and writing a research report. This course will help them in their future endeavor while undertaking marketing/HR research or understanding consumer behavior.

COURSE OBJECTIVES

1. To provide students with an opportunity to integrate theory and practice in the social field.
2. To help the students learn how to do fieldwork in social field
3. To acquaint the students with techniques of conducting social research
4. To encourage students to use personal and self-assessment as a way of increasing the depth of their knowledge in these areas.
