

Module 2 (Consist of 4 parts)

Research Design – Definition – Types of research design – Exploratory and causal research design - Descriptive and experimental design – Types of experimental design

2.1 An Overview

Research design can be thought of as the structure of research - it is the "glue" that holds all of the elements in a research project together. A successful design stems from a collaborative process involving good planning and communication.

2.1 Research Design is mainly of three types namely, exploratory, descriptive and causal research.

2.2 Exploratory research is used to seek insights into general nature of the problem. It provides the relevant variable that need to be considered. In this type of research, there is no previous knowledge; research methods are flexible, qualitative and unstructured.

2.3 Causal research, this type of research is concerned with finding cause and effect relationship. Normally experiments are conducted in this type of research.

2.4 Descriptive research is a type of research, very widely used in marketing research. Generally in descriptive study there will be a hypothesis, with respect to this hypothesis, we ask questions like size, distribution, etc.

Objectives:

✚ The general objective of this course is to introduce students to methods of research.







The specific objectives are:

✚ To develop understanding of the fundamental theoretical ideas and logic of research.

✚ To develop understanding of the issues involved in planning, designing, executing, evaluating and reporting research.

✚ To introduce students to many of the technical aspects of how to do empirical research using some of the main data collection and analysis techniques.

Learning Outcomes - Module1- Introduction to Research

Part 1	 Define research design
	 Describe the need of research design
	 Explain the different types of research design
Part 2	 Identify the Secondary data and qualitative research
Part 3	 Label the causal research design
Part 4	 Recognize the Descriptive research design