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**ace institute
OF MANAGEMENT**
Masters of Business Administration

Batch : Spring 2011 MBAe Trimester III
Course : RES 611 Business Research Methodology
Class schedule : Section A (Wednesdays :6:00 pm – 9:00pm), Section B
(Thursdays: 6pm – 9.00pm)
Instructor : Pravat Uprety (pravatup@gmail.com)

Course outline

This course is devoted to develop an understanding and skills of research in students. The course deals with the tools, techniques, and the changing paradigms of social science research, and their application to business research. The topics covered are the research process, literature review, formulation of the problem and related hypothesis, theoretical framework, research designs, qualitative research, sampling techniques, measurement and scaling, use of primary and secondary data sources, construction of questionnaires, interviewing techniques, data preparation and analysis, report writing and referencing.

Course objective

At the conclusion of the course, the students will be able to gain the following knowledge and skills:

Knowledge

- Understand the importance of business research as a management tool.
- Understand different types of research and research process.
- Understand the different types of research design.
- Understand the research proposal
- Understand sample design, sampling techniques and determination of sample size.
- Understand questionnaire design and data collection techniques
- Understand statistical analysis
- Understand format of research report

Skills

- Confidence to handle a research project individually as well as in a group.
- Complete literature review to support a research design.
- Formulate a researchable question in an area of interest.
- Make strategies to gather background research and information.
- Design a questionnaire
- Write an effective research proposal
- Sample size determination
- Conduct a research interview
- Analyze the data using different statistical tools in computer
- Communicate research results by reporting and presentation

Course Content

Session	Topic	Sub Topics	Text/Chapter
1.	Introduction to Research and Research Process	Meaning, importance, types (applied vs pure, qualitative vs quantitative), significance of research in management decision-making, qualities of a scientific research, research process	BRM (Ch 1)
2.	Reviewing the Literature and theoretical framework	Introduction, purpose, planning and sources of literature review, theoretical framework, developing bibliographies, citation, and referencing	BRM (Ch 2)
3.	Topic Selection and Proposal Submission	Introduction, Research topic, Research proposal, purposes, types and format, evaluation of research proposal	BRM (Ch. 2 and 4)
4.	Ethics in Business Research	Research ethics and rights (Researcher, sponsor, client, respondents)	BRM (Ch. 5)
5.	Research Design	Element of research design, Types of research design (Exploratory, Descriptive, Conclusive)	BRM (Ch 6)
6.	Measurement and scaling	Objective tests and social tests, levels of data (nominal, ordinal, interval and scale), types of questions, likert scale.	BRM (Ch. 12, 13)
7.	Data Collection Activities and Questionnaire Design	Primary vs. secondary sources of data, Methods of collecting primary data, Questionnaire design, the research interview, Focus group discussion, in-depth interview, observation method, schedules, secondary data collection technique, The nature of the field work	BRM (Ch 7, 8, 9, 10, 14)
8.	Theory of Sampling	Census vs. sampling, sampling design, sampling techniques (probability and non probability), sampling and non sampling errors and controlling them, sample size determination	BRM (Ch. 15)
9.	Processing and Analyzing the Data (Descriptive Analysis) (Using Statistical Software)	Coding, Editing, Introduction, Classification and Tabulation of Data, Frequency Distribution, Diagrammatic Presentation, Graphical Presentation, central tendency, dispersion and cross tabulation	BRM (Ch 16, 17)
10.	Estimation, Hypothesis Testing and Parametric Test (Inferential Analysis) (Using Statistical Software)	Introduction, Properties of Estimation, Point Estimates, Interval Estimates and Confidence Interval (Mean and Proportion), Determination of Sample Size, Relationship among Error, Risk and Sample Size, Null and Alternative Hypothesis, Level of Significance, Critical Value, One and Two Tailed Test, Type I and Type II Error, One Sample Tests for Mean (Z and t Test), Two Sample Tests for Mean (Z and t Test), Analysis of variance	BRM (Ch 18, 19)
11.	Non Parametric Test (Using Statistical Software)	Introduction, Difference between Parametric and Non Parametric Test, Types of Non Parametric Test, Chi Square Test	BRM (Ch 8)
12.	Research Report Writing	Meaning, presentation type, nature, and importance, components of a written research report.	BRM (Ch 21)

BRM = Business Research Methods (Cooper and Schindler)

Suggested Readings

1. Cooper D.R., Schindler P S (2006). Business Research Methods, Ninth edition, Tata McGraw-Hill: New Delhi.
2. Zikmund W.G (2007). Business Research Methods, Seventh edition, Thomson south western, New Delhi
3. Sekeran, U. (2009). Research Methods for Business, Fourth Edition, Willey, NewDelhi

Delivery of the course

In delivering the courses, the faculty member will serve as facilitator of learning, rather than a teacher/lecturer with all the knowledge necessary to work through the course. Students will be informed in advance the subject to be discussed in class. They are advised to go through the chapters in advance.

Students are required to actively participate in class. The sessions will be interactive and facilitated by the instructor to discuss in depth the subject being dealt. There will be lectures by the instructor and presentation by students, presentation of reviews and assignments and regular feedback will be provided to students on their progress.

Dialogue and discussions in the classrooms will be effectively complimented with well designed assignments. In order to enable students to base their learning upon real world occurrence, a mini project and a comprehensive project assignment is incorporated in the internal assessment.

Evaluation Criteria

Assessment

The activities listed below will be used to test learning through the course:

Activities	Frequency	Weight
Class participation (<i>attendance + class activities</i>)	Continuous	5 %
Questionnaire Design	1	5%
Proposal Writing	1	10%
Term Exam	1	15%
Making Data Entry Sheet in SPSS	1	5%
Individual Research Project	1	15%
Viva	1	5%
End Term Examination	1	40%

Regulation

The evaluation of student's performance on Research Methodology course will be done by the instructor. Student's performance evaluation will be done with the help of following tools.

1. Ongoing evaluation based on class participation, performance in class quizzes, tests and home assignment.
2. On going evaluation of the individual and group project assignment.

The students are expected to:

1. Complete and submit the topic selection/questionnaire design/proposal/report before the due date.
2. Be regular and punctual to class
3. Under any circumstances if a student misses a class, he/she is expected to update him/herself consulting with the facilitator and classmates.

Session Plan

Session	Topic	Text/Chapter
1	SPSS Class	
2.	SPSS Class	
3.	Introduction to Research and Research Process	BRM (Ch. 1)
4 and 5	Reviewing the Literature and theoretical framework	BRM (Ch. 2)
	Topic Selection and Proposal Writing	BRM (Ch. 2 and 4)
Topic Selection		
6.	Ethics in Business Research	BRM (Ch. 5)
	Research Design	BRM (Ch. 6)
7.	Measurement and scaling	BRM (Ch. 12, 13)
8,9 and 10	Data Collection Activities and Questionnaire Design	BRM(Ch. 7, 8, 9, 10, 14)
Questionnaire Design		
11 and 12	Theory of Sampling	BRM (Ch. 15)
13	Discussion with individual questionnaire	
Proposal Writing		
14 and 15	Processing and Analyzing the Data, Estimation, Hypothesis Testing and Parametric Test, Non Parametric Test	BRM (Ch. 16,17, 18, 19)
16	Discussion with individual questionnaire	
17.	SPSS Class	
18.	SPSS Class	
19.	Research Report Writing	BRM (Ch. 21)
20.	Report Submission and Presentation	