

COURSE NO: THMC-111

TITLE: BUSINESS RESEARCH METHODS

TOTAL CONTACT HOURS:

(60 HOURS)

SYLLABUS:

Objectives of the course: At the end of this course, the student will be able to:

1. Understand and implement the process of research in finding solutions to managerial decision problems
2. Develop analytical skills in understanding and resolving Research Problem.

Module 1:

(6 Hours)

Introduction to research methods in business and management disciplines;
Research process; Types of research; Approaches to Research.

Module 2:

(4 Hours)

Identification of Research Problem; Review of Literature; Purpose and Approaches; Statement of Research Problem

Module 3:

(14 Hours)

Research Design

Classification of Research Designs: Quantitative & Qualitative Research; Experimental Design; Exploratory Studies; Descriptive Studies; Analytical Studies; Cause-Effect; Survey Designs;

Module 4:

(10 Hours)

Sources and Generation of Data

Sampling; Primary and Secondary Data Sources; Measurement scales; Characteristics of Good Measurement; Rating Scales: Types of Rating Scales; Questionnaires and Instruments; Interview Techniques; Data Preparation and Coding; Surveys; Reliability & Validity.

Module 5:

(20 Hours)

Analysis and Presentation of Data

Tabulation and Graphical Analysis; Descriptive Statistics; Testing of Hypothesis; Parametric Tests: T-Test, ANOVA; Non Parametric Tests: Chi Square Test, KS Test, Mann-Whitney U-Test, Kruskal-Wallis Test; Correlation and Regression Analysis; Factor Analysis; Exploratory Data Analysis

Module 6:

(6 Hours)

Report Writing

Essentials of Research Report; Report Formats; Summary of Research Findings; Research Conclusions; Writing Research Recommendations and Suggestions; Bibliography Styles;

Recommended Reading List:

1. Donald R Cooper and Pamela S. Schindler (2008): *"Business Research Methods"* Tata McGraw.
2. P.K. Sachdeva (2010): *"Business Research Methodology"*, Prentice Hall
3. J.K. Sachdeva (2011): *"Business Research Methodology,"* Himalaya Publishing House
4. C.R Kothari (2009): *"Research Methodology Methods & Techniques"* New Age International Publishers
5. Levin and Rubin (1997): *"Statistics for Management"* Prentice Hall India Ltd., 7th Edition

Journals:

1. American Marketing Association, *"Journal of Marketing Research"*
2. Journal of Business Research.
3. Journal of Consumer Research
4. <http://finddoc.blog.com/files/2010/08/introduction-to-research-methods.pdf>