

Research Methodology

Course Objectives

This course is designed to introduce participants to the process of research. More specifically, the objectives of this course are to enable the participants to:

- Understand the nature and purpose of the research.
- Identify and access resources, such as journals and databases for research.
- Be able to write the research proposal and conduct pure and applied studies.
- Be familiar with a wide range of quantitative research techniques and approaches.
- Develop an understanding of collecting, analyzing, and reporting the data.
- Be able to generate, interpret, and report the results.
- Be familiar with different bibliographic databases.
- Be familiar with different scientific misconducts.

Course Contents

1. Introduction to Research

- Meaning of Research
- Characteristics of Research
- Research Problem
- Classification of Research
- Types of Research Studies
- The Research Process

2. The Research Proposal

- Attributes of Good Research Proposal
- Contents of the Thesis/Dissertation Proposal
- Contents of Research Project Proposal

3. The Review of Literature

- Need for the Literature Review
- Guidelines for the Literature Reviews
- Bibliography and References
- Sources of Literature
- Types of Literature Review
- Search Tools for Researchers
- Bibliographic Databases

4. Quantitative Data Analysis

- Univariate Data Analysis
- Bivariate Data Analysis
- Multivariate Data Analysis

5. Presenting Research Findings

- Format of a research article
- Format of a research report

- Format of a thesis/dissertation
- Referencing Styles
- Oral Presentation
- Scientific Misconduct

Recommended Books

Textbook

1. Waheed, A. (2020). *Quantitative Research Methods: A Practical Approach*. Royal Book Company.

Reference Books

1. Kumar, M., Talib, S. A., and Ramayah, T. (2013). *Business Research Methods*. Oxford University Press.
2. Neuman W. L. (2013). *Social Research Methods: Qualitative and Quantitative Approaches*. 7th Edition. Pearson New International Edition.
3. Saunders, M. N. K., Lewis, P., and Thornhill, A. (2009). *Research Methods for Business Students*. 5th Edition. Prentice-Hall
4. Uma, S. and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. 7th Edition. John Willey & Sons, Inc.

- Note:**
1. Duration of course will be 10 weeks.
 2. Total 10 lectures of two hours duration will be delivered.
 3. Class time will be from 7:00 pm to 9:00 pm, once a week.
 4. Atleast 75% attendance is required to get a certificate.