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| **Course Title** | **Advanced Research Methods** | | | | | | |
| **Instructor Name** | AHSAN JAVAID (Lecturer) | | | | | | |
| **Course Objectives**  the course objective to study advanced research methods is to understand the importance of research in daily life or the importance of research for solving business problems efficiently | | | | | | | |
| **Learning Outcomes** | | | | | | | |
| Learning objectives of those course are :   1. understand the historical comparative research methods and different techniques 2. Different approaches of research 3. What is importance of reliability and validity in research 4. how research help us in solving problems | | | | | | | |
| **Weekly Lecture Plan** | | | | | | | |
| **Lecture No** | **Topic To be Discussed** | | | | | | |
| **1** | * Introduction of Course * Objective of learning advanced course in research methods * Concepts related to population and sampling * Types of Data and Basis Statistical Tools | | | | | | |
| **2** | * Concepts of Distributions. * Basics of Hypothesis Testing | | | | | | |
| **3** | * Univariate Testing | Analysis: | Z | Test | Application | and | Hypothesis |
| **4** | * Univariate Testing | Analysis: | T | Test | Application | and | Hypothesis |
| **5** | * Univariate Analysis: F Test (ANOVA) and Hypothesis Testing | | | | | | |
| **6** | * Chi-Square Test and its Application | | | | | | |
| **7** | * Fundamental Primary Data Instruments | | | | | | |
| **8** | * Fundamental Primary Data Instruments | | | | | | |
| **Mid Term Exam** |  | | | | | | |
| **9** | * Bivariate Analysis: Correlation and Simple Linear Regression | | | | | | |
| **10** | * Bivariate Analysis: Hypothesis Testing | | | | | | |
| **11** | * Multivariate Analysis and Hypothesis Testing (Software) | | | | | | |
| **12** | * Questionnaire Development/coding and Primary Data Analysis | | | | | | |
| **13** | * Reliability and validity and complex models (Software) | | | | | | |
| **14** | * Report Writing and References (End Note Software) | | | | | | |
| **15** | * Project Presentation | | | | | | |
| **16** | * Project Presentation | | | | | | |
| **Final Term Exam** |  | | | | | | |

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| **Facilities Required** | Multimedia/lab etc |
| **Recommended Text** | * Krishnaswamy K. N, Sivakumar A. I. And Mathirajan M (2008). Management Research Methodology, Integration of Principles, Methods and Techniques. * Yogesh Kumar (2006), Fundamentals of Research Methodology and Statistics. ISBN : 978-81-224-2418-8 * Burns, Robert B. (2000) Introduction to Research Methods, Sage Publications, N. Delhi |