

Course Title Business Research and Report Writing

Instructor Name Ahsan Javaid (Lecturer)

Course Objectives

The learning focus for this unit is on developing business research skills and defining a business research question. It will bring together students' theoretical and practical appreciation of how to identify and investigate business opportunities or problems as well as analyses data and conclude on the relevance of research findings. As the research aim is unpacked, the student will be introduced to a range of relevant quantitative and qualitative business research methods and will select from these in determining a project design.

Learning

Outcomes

Identify, specify and scope an organizational problem or issue requiring a research-based approach
Define an appropriate research question prior to undertaking research
Assess and select from a range of research methods
Identify major stakeholders in the research context and identify the potential impact of their objectives and expectations on the design of the research project
Conceptualize a framework for the design and implementation of a research or professional project

Weekly Lecture Plan

Lecture No	Topic To be Discussed
1	Introduction to Business Research: Business Research: Definition & Nature, The Scientific Method
2	The Business Research Process, Errors in Business Research. Research Design and Data Sources
3	Types of research and research designs, Primary data and its sources, Secondary data and its sources
4	Data Collection Procedures: The Measurement Process, Concepts of validity and reliability, The casual design procedures

5	Data Collection Methods, Observation, Documentary-Historical Method, The Survey Method, Data Collection Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection
6	Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling), Determining a sample size & Selection of sample. Data Processing And Analysis:

7	Basic concepts of data processing: Computer representation, Data Matrix, Data Storage Data Processing flow:
8	Editing, Coding, Handling Blank Responses, Coding, Categorization, Converting, Weighting, Storing etc., Alternative processing flows
Mid Term Exam	
9	University data analysis, Measurement of central tendency, Measurement of dispersion, Hypothesis Testing, Bavaria data analysis
10	Linear Correlation, Simple Regression, The Chi-Square Test, The Cross-Tabular Tables, Elaboration of relationships, Multivariate data analysis: Interdependence Methods, Factor analysis
11	Cluster analysis, multidimensional analysis, Multivariate data analysis: Dependence methods, Multiple Regressions, Analysis of Variance & Covariance
12	Discriminate analysis.
13	Research Project Proposal: Rationale for the study defining the problem, Research Objectives, Information needs
14	Research design, Data collection procedure, Data processing & analysis
15	Research Team and its profile,
16	Budget, Time Table
Final Term Exam	

Facilities Required Multimedia/lab etc

Recommended Text

Ranjit Kumar, Research Methodology, Sage Publications.(Latest Edition)

Reference Text