

MGT 513: Business Research Methods

The general objective of this course is to introduce students to methods of research. The specific objectives are: (i) to ensure that students acquire some practical research skills; (ii) to help students understand the principles of research; and (iii) to enable students to link the research process with theories of their specialist areas. By becoming familiar with the research process in practice, students should be more confident and competent in evaluating and using research results in their specialist areas.

The course content includes The meaning of research, Research and academics, Research problems, Types of research, Research process and design, Characteristics of good research and choice of research topic, Components of research proposal, Literature review, Research strategies, Sampling analysis, Data collection, Research ethics, Research access, Data analysis and Report writing.

Course Contents:

Business research: Definition & nature; The business research process; Errors in business research
Research design and data sources: Types of research and research designs; Primary data and its sources; Secondary data and its sources

Data collection procedures: The measurement process; Concepts of validity and reliability; The casual design procedures; Data collection methods; Observation; Documentary-Historical Method; The survey method

Data collection instruments: Questionnaire; Interview and scheduling; Problems in data collection
Sampling: Sampling concepts; The sampling procedures (types of sampling); Determining a sample size & selection of sample

Data processing and analysis: Basic concepts of data processing: Computer representation; Data matrix; Data storage

Data processing flow: Editing; Coding; Handling blank responses; Coding; Categorization; Converting; Weighting; Storing; Alternative processing flows; University data analysis; Measurement of central tendency; Measurement of dispersion; Hypothesis testing; Bivariate data analysis; Linear correlation; Simple regression; The chi-square test; The cross-tabular tables; Elaboration of relationships

Multivariate data analysis: Interdependence methods; Factor analysis; Cluster analysis; Multidimensional analysis; Multivariate data analysis: Dependence methods; Multiple regressions; Analysis of variance & covariance; Discriminate analysis

Research project proposal: Rationale for the study defining the problem; Research objectives; Information needs; Research design; Data collection procedure; Data processing & analysis; Research team and its profile; Budget; Time table

Text Books:

Ranjit Kumar, Research Methodology, Sage Publications

Dam Remenyl, Doing Research in Business and Management, Sage Publications

C. William Emory, Business Research Methods, IRWIN