

BUSINESS RESEARCH METHODS

Course Objectives

This course is designed to give an overview of the principles and methods of business research: identification of research question, development of theoretical framework and model, securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion through a series of class projects.

-) Recognize the importance of research as a first step in Business Studies.
-) Translate basic/applied business issues into appropriate academic research questions.
-) Understand the links between the issues being investigated and the method of investigation.
-) Understand the governing principles in the qualitative and the survey research traditions, the merits and limitations of each, and of their independent and supporting roles in business contexts.
-) Use different software for statistical analysis and interpretation including SPSS, Amos, and E-Views etc.
-) Acquire the ability to interpret research results and establish the substantive meaning and implications of the findings for managerial practice.

Course Contents

-) The Role of Business Research
-) What is business research?
-) Why context is important in social sciences
-) The research process: An overview
-) Types of research
-) Problem Definition and the Research Proposal
-) Contents of research proposal
-) Writing effective research proposal
-) Exploratory Research and Qualitative analysis
-) Qualitative research and theory building

-) Survey Research: Basic Method of Communication with respondents
-) Measurement and Scaling Concepts
-) Types of scales
-) Questionnaire Design
-) Open ended questions
-) Close ended questions
-) Sample Designs and Sampling Procedures
-) Basic Data Analysis: Descriptive Analysis
-) Entering data in SPSS
-) Using SPSS for univariate analysis
-) Bivariate Analysis: Tests of Differences
-) ANOVA
-) Regression analysis using SPSS
-) Contents of a research paper
-) Managerial decision making and Research

Reference Books

-) William G. Zikmund, Business Research Methods, Latest Edition, March 2012
-) N.K. Malhotra and S. Dash, Marketing Research: an applied orientation, 6th ed. Pearson, 2011
-) Andy Field, Discovering Statistics Using SPSS, 3rd Ed, SAGE Publications Ltd, Jan 2013