

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	RESEARCH METHODOLOGY
Course Code	RES 410
Credit hours	3
Course Objective	
Main Objective	The objective of this course is to equip students with the knowledge and skills on applied business research so that they will be able to independently design and conduct business research using scientific inquiry method to address the problems of an organization after the completion of this course.
Learning Unit	
Learning Unit One Net contact hours – 4. hrs	1. Introduction to Business Research: Meaning of Research, Information and competitive advantage, Hierarchy of information based decision makers, Types of Research: applied and basic (pure) research, good research. Overview of research industry work, Ethics in business research: participants, the sponsor and team members. Language of research: Concepts, constructs, Definitions, Variables, Propositions and hypotheses, Theory, Models, Scientific methods, Sound reasoning for useful answers.
Learning Unit Two Net contact hours – 2 hrs	2. The Research Process: Six stage research process. Research process issues, Clarifying the research question.
Learning Unit Three Net contact hours –6 hrs	3. Clarifying The Research Questions A search strategy for exploration, Mining internal sources, The management research question hierarchy: Management dilemma, management questions, research questions, investigative questions, measurement questions, Management decision. Note: Exercises through case studies and field study are required for identifying research problems.
Learning Unit Four Net contact hours – 10 hrs	4. Research Design Overview of Research Design, Qualitative research, Observation studies, Experiments, Surveys.
Learning Unit Five Net contact hours –6 hrs	5. The Sources And Collection Of Data Measurement scales and good measurement: validity, reliability and practicality, The nature of attitudes, selection of a measurement scales, rating scales, questionnaires and instruments and its phases of development.
Learning Unit Six Net contact hours –4 hrs	6. Sampling Design The nature of sampling, Sampling design, The Sampling Process, Probability and Non-probability Sampling, Determining the Sample Size
Learning Unit Seven Net contact hours –10 hrs	7. Analysis of Data Data preparation and description: editing, coding, data entry. Exploring, displaying and examining data: exploratory data analysis: tables and diagrams, cross tabulation, Hypothesis testing: statistical significance, tests of significance, runs tests for randomness, Wilcoxon matched pair test, Measures of association: bivariate correlation analysis, simple linear regression, nonparametric measurement of association, An overview of multivariate analysis. Note: Analysis of Data using Spreadsheet or any statistical tool like Excel and SPSS is necessary.
Learning Unit Eight Net contact hours –6 hrs	8. Presentation of Data The written research proposal and report, research proposal and report components, writing the proposal and report, presentation of statistics. Oral presentation: Principles, plan, organize, support, visualize, deliver and practice and arrange. Note: Submission of written proposal and reports and oral presentation are necessary.
Total contact hours	48 hrs (excluding assessment and final examination)
Basic Texts	<u>Cooper, D.R., Schindler, P.S. & Sharma, J.K. (2012). Business Research Methods, 11th Edition, Tata McGraw Hill Ltd.</u>
Other References	1. <u>Sekaran, U. & Bougie, R. (2010). Research Methods for Business: A Skill Building Approach, 5th Edition, John Wiley & Sons, Inc.</u>

	2. Kerlinger, F. N. (2011). Foundations of Behavioral Research. 2 nd Edition. Surjeet Publications. 3. Saunders, M., Lewis, P. & Thornhill, A. (2003) Research Methods for Business Students, 3 rd Edition, Pearson Education Ltd.
Evaluation Scheme	1. In-Semester evaluation 50% 2. End-Semester evaluation 50% 3. Total 100%

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