

# Hailey College of Banking and Finance

University of the Punjab

Lahore

## COURSE OUTLINE

Program	<b>BBA</b>	Course Instructor	
Year/Semester	-	E-Mail	
Name of the Course	<b>Business Research</b>		
Course Code	<b>BHBF419</b>		
Credit Hours	<b>3</b>		
Category	Core Course		
Pre requisites			
Follow up	Class Quizzes / Assignment.		
Aims and Objectives	To make its participants aware of basic concepts of the research and their applicability in practice.		
Teaching Methodology	<p>May include all or some of the following:</p> <ul style="list-style-type: none"> <li>➤ Lectures</li> <li>➤ Discussions</li> <li>➤ Research Articles Reading</li> <li>➤ Handouts</li> <li>➤ Projects &amp; Term Papers</li> <li>➤ Reading Assignments</li> <li>➤ Classroom Presentations.</li> </ul> <p>Active class participation is encouraged.</p>		

### Syllabus (Weekly Scheme) Before Mid-Term Examination

Week	Topic
1 <sup>st</sup>	Introduction to Research <ul style="list-style-type: none"> <li>- What is Research</li> <li>- Business Research</li> <li>- Types of Business Research</li> <li>- Managers and Research</li> <li>- Internal and External Researchers</li> </ul>
2 <sup>nd</sup>	Scientific Investigation <ul style="list-style-type: none"> <li>- Hallmarks of Scientific Research</li> <li>- Obstacles to Conduct Research</li> <li>- Hypothetico – Deductive Method</li> </ul>
3 <sup>rd</sup>	The Research Process: Steps 1 to 3 <ul style="list-style-type: none"> <li>- The Broad Problem Area,</li> <li>- Preliminary Data Gathering,</li> <li>- Problem Definition</li> </ul>
4 <sup>th</sup>	The Research Process: Steps 4 to 5 <ul style="list-style-type: none"> <li>- Theoretical Framework</li> <li>- Hypothesis Development</li> </ul>

	Practical Exposure: Distinguishing Good Journals from Bad Journals & Finding Relevant Good Quality Research Articles
5 <sup>th</sup> & 6 <sup>th</sup>	The Research Process: Step 6 - Elements of Research Design
7 <sup>th</sup>	Experimental Designs  Practical Exposure: Reading and Understanding the Research Articles & Developing Review from Research Articles
8 <sup>th</sup>	<b>Revision</b>
<b>Mid-Term Examination</b>	

### After Mid-Term Examination

<b>Week</b>	<b>Topic</b>
9 <sup>th</sup>	Measurement of Variables: Operational Definition and Scales  Practical Exposure: Finding the Constructs to Operationalize the Variables
10 <sup>th</sup>	Measurement: Scaling, Reliability, Validity
11 <sup>th</sup>	Data Collection Methods  Practical Exposure: Data Collection & Data Presentation of Constructs
12 <sup>th</sup>	Sampling
13 <sup>th</sup> & 14 <sup>th</sup>	Data Analysis and Interpretation
15 <sup>th</sup>	The Research Report
16 <sup>th</sup>	Revision & Final Submission of the Project
<b>Final Examination</b>	

Text / Reference Books		Research Methods for Business – A Skill Building Approach by Uma Sekeran			
Instructional Aids/Resources		Whiteboard, Research Articles, Multimedia, Real World examples			
<b>Assessment</b>	<b>Marks in %</b>	<b>Session</b>	<b>Mid</b>	<b>Final</b>	<b>Total 100%</b>
		<b>25</b>	<b>35</b>	<b>40</b>	<b>100</b>

Criteria	Result				
<b>Recommendations</b>					
<p><b>Notes:</b></p> <ol style="list-style-type: none"> <li>3. 75% Class Attendance is mandatory failing to which the student shall be dropped from the class</li> <li>4. Assignments must be completed and deposited on time.</li> </ol>					
<p style="text-align: center;"><b>Governing Rules</b></p> <p>Students are advised to go through the rules and regulations governing their class attendance, display of College ID Card, use of mobile phones, eating/smoking roaming, general behavior, etc. on the Campus.</p> <p>Any violation thereof is punishable under the relevant rules.</p>					

*Best of Luck*