

Institute of Administrative Sciences
Faculty of Business, Economics, and Administrative Sciences
University of the Punjab, Lahore
Course Outline



Programme	BS Management	Course Code	MGT-251	Credit Hours	3
Course Title	Social Research Methods				
Course Introduction					
<p>This course provides a comprehensive introduction to research proposal writing, research methodologies, and foundational research theories and protocols. Students in the course learn about the cyclical nature of research and the iterative process of research writing. The course teaches students how to write a proposal, engage in independent studies, and work collaboratively with a mentor-mentee relationship with your course instructor. The curriculum is sequential, helping students to identify a study topic, formulate inquiry questions, organize a literature review, and select appropriate research designs and methodologies. Students use the proposal they develop to establish the foundation of a research project and the basis of a final research paper that will be submitted at the end of the Research Project Course once the study is completed. By the end of this course, students will complete a proposal that includes an introduction, problem statement (significance of study), literature review, methods section, references, and a project timeline. Throughout the course, students will learn how research projects can emanate from specific intellectual interests, recognized knowledge gaps in existing scholarship, or from personal experiences or community-related matters that have broad societal implications. In summary, the course helps undergraduate students become novice researchers, and it encourages them to continue looking for opportunities to further develop their research skills.</p>					
Learning Outcomes					
<p>On the completion of the course, the students will:</p> <ul style="list-style-type: none"> • Learn about the research process, including its guiding principles, common procedures, written fundamentals, and basic phases. • Identify a research question, engage in a literature review, and become familiar with both qualitative and quantitative methodologies. • Complete all assignments and the required research proposal that will facilitate the research project and culminating final paper. • Receive preparation to engage in advanced, independent research at the undergraduate and graduate-level. 					
Course Content				Assignments/Readings	
Week 1	Unit-I Introduction to the course				
	Unit-II The nature and process of social research				
Week 2	Unit- III 3.1 Reviewing the Literature				
	3.2 How to conduct literature search workshop				
Week 3	Unit IV 4.1 Planning a research project				
	4.2 developing research questions				
Week 4	Unit IV 4.1 Research Designs				

Week 5	Unit V	5.1 The Nature of Quantitative Research	
		5.2 Developing hypothesis	
Week 6	Unit VI	6.1 Sampling in quantitative research	
Week 7	Unit VII	7.1 Self-completion questionnaires	
		7.2 Asking Questions	
Week 8	Unit VIII	8.1 Using Structure Interviews	
		8.2 Quantitative research using observations	
Week 9	Unit IX	The nature of qualitative research	
Week 10	Unit X	Sampling in qualitative research	
Week 11	Unit XI	Ethnography and participant observation	
Week 12	Unit XII	Interviewing in qualitative research	
Week 13	Unit XIII	Focus groups	
Week 14	Unit XIV	Mixed methods research	
Week 15	Unit XV	Writing up Research Proposal	
		Research Proposal Presentations	
Week 16		Final Exam	

Textbooks and Reading Material

Textbooks.

- Bell, E., Bryman, A., Bryman, A., & Harley, B. (2019). *Business research methods*. 2nd International Edition. Oxford University Press.

Suggested Readings

- Bora, P. (2018). Introduction to research methods a hands-on approach. Sage.
- Grønmo, S. (2020). Social Research Methods: Qualitative, quantitative and mixed methods approaches. Sage.
- Sekaran, a., & Bougie, ger. (2019). Research methods for business: A skill-building approach (8th ed.). Wiley.
- Babbie, E. R. (2021). The practice of Social Research. Cengage Learning Asia Pte Ltd.

Teaching Learning Strategies

This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.

Assignments: Types and Number with Calendar

Will be decided by the course instructor

Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.