

Name of the course	Business Research & Report Writing
Course Code	BUS-301
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop the ability to convert their managerial/administrative concerns into research problem in a clear, objective, and pragmatic manner; and 2. Prepare a road map or a blueprint of the research (Research Report). 3. Make an appropriate use of various research methodologies and tools learnt in this course
Contents	<p>Unit-1 The Research Process</p> <ol style="list-style-type: none"> 1.1 Research defined. Scientific method of research (Main Characteristics) 1.2 Theory and Research; relationship between theory and research

		1.3	The steps in research process: An overview
		1.4	Classification of research
	Unit-2		Review of Literature
		2.1	Elements of a good literature review
		2.2	Major approaches to literature review
		2.3	Sources of literature
		2.4	Writing the literature review
		2.5	Ethical issues in borrowing ideas, and material
		2.6	Plagiarism
	Unit-3		Theoretical Framework
		3.1	Concepts, variables, and relationship between variables
		3.2	Building of Propositions
		3.3	Hypothesis: types and characteristics of hypotheses
	Unit-4		Measurement of Concepts
		4.1	Theoretical and operational definitions; Dimensions, elements
		4.2	Criteria for good measurement: Validity, reliability, sensitivity
	Unit-5		Qualitative Research
		5.1	Introduction to qualitative research.
		5.2	Theoretical position underlying qualitative research; Ethnography; Feminism and Gender Studies
		5.3	Research Process in qualitative research
		5.4	Research strategies: Case study, Ethnography, Participant observation, Phenomenology, Ethnomethodology, Grounded theory, Biographical method, Historical method
	Unit-6		Research Design
		6.1	Elements of research design
		6.2	Survey research
		6.3	Tools of data collection: quantitative research tools (Interview schedule, questionnaire, interview guide), qualitative research tools (interviews, focus group discussions, observations)
		6.4	Sampling
	Unit-7		Data Analysis
		7.1	Data handling: Dealing with data, coding, data entries in computer, cleaning.
		7.2	Data transformation: scoring and score index.
		7.3	Use of descriptive statistics.
		7.4	Interpreting the data and testing the Hypothesis
		7.5	Content analysis
	Unit-8		Report Writing Form
		8.1	Thesis, report for funded research
		8.2	Referencing: different formats. Citations

Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	Flick, U. (2018). <i>An introduction to qualitative research</i> . Sage Publications Limited. Hesse-Biber, S. N., & Leavy, P. (2010). <i>The practice of qualitative research</i> . Sage. Sekaran, U. (2018). <i>Research methods for business</i> (7 th ed.). John Wiley & Sons. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). <i>Business research methods</i> (8 th ed.). Cengage Learning.

Assessment and Examinations

Sr. #	Elements		Details	Conducting Body
1	Midterm Assessment		Written test (at the mid-point of the semester)	College
2	Formative Assessment		Assignment, presentation and quiz	College
3	Final Assessment		Written test (at the end of the semester)	The University of Punjab, Lahore.