

HAILEY COLLEGE OF COMMERCE

UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: **Business Research Methods**

Proposed Course Code: BSC-302

Credit Hours: 03

Program: BS Commerce

Semester: 5th**1.0 Introduction of the Course**

There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research in the business scenario. This course helps to explain and understand the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Moreover, this course is designed to help students view research from the perspective of management, through the entire business research process. The course is organized into six main themes—Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report—that will enable the students to develop the skills and knowledge required to successfully create, conduct, and analyze a research project.

2.0 Pre-Requisites Course (s) or Other Requirements/Skills:

This is an introductory (prerequisite) course in Research Methods in Business and the first in a series of required core courses for the BS Commerce Program

3.0 The Course carries following objectives:

The following objectives are set for the course:

1. The students should be able to acquaint themselves with what is research and why it is needed in business.
2. The students should learn the steps of the research process.
3. The students should be able to write a research report.

4.0 Course Learning Outcomes

After the completion of this course the students should be able to:

1. Understand the steps involved in the research process.
2. Be able to conduct a research and prepare a research report.

5.0 Course Contents:**Unit-I****1.1. Introduction**

- 1.1.1. What is research?
- 1.1.2. Understanding the nature
- 1.1.3. Approaches in Research
- 1.1.4. Classification of Research
- 1.1.5. Prelude to Research

1.2. Research

- 1.2.1. Definitions
- 1.2.2. Types of Research
- 1.2.3. What is a Good Research?
- 1.2.4. Factors of Research
- 1.2.5. Types of Data
- 1.2.6. Why Research is conducted?
- 1.2.7. Characteristics of Research
- 1.2.8. Elements of Scientific Research
- 1.2.9. Guidelines of Scientific Research
- 1.2.10. Important points regarding business research
- 1.2.11. Application of business research in business settings
- 1.2.12. Peculiarities in business research
- 1.2.13. Characteristics of business research
- 1.2.14. The element of scientific method in business research
- 1.2.15. Major kinds of business research.

1.3. Knowledge --- Knowing the Unknown

- 1.3.1. Methods of knowing
- 1.3.2. Basic characteristics of scientific method
- 1.3.3. The role of knowledge
- 1.3.4. Forms of knowledge
- 1.3.5. Basic tools of acquiring knowledge

1.4. Need and Necessities of Research—By managers and organizations

- 1.4.1. Steps to improve decision-making
- 1.4.2. Decision-making Process

1.5. Research and Managers

- 1.5.1. Why should a manager know research?
- 1.5.2. The manager---researcher relationship
- 1.5.3. Internal Researchers
- 1.5.4. External Researchers

1.6. Utility of Research process in Business

- 1.6.1. Accounting
- 1.6.2. Finance
- 1.6.3. Marketing
- 1.6.4. Management

1.7. Hypothetico-Deductive Model

- 1.7.1. The Process of Deduction
- 1.7.2. Observation
- 1.7.3. Essential Elements of HD Model
- 1.7.4. Utility of HD Model

1.8. Research Ethics

- 1.8.1. What is ethics?
- 1.8.2. General Ethical Values
- 1.8.3. Basic Values
- 1.8.4. Types of Ethics
- 1.8.5. Questionable Research Practices (QRP)
- 1.8.6. Ethical Guidelines For Research Practices
- 1.8.7. Ethics in Business Research
- 1.8.8. Parties involved in Research
- 1.8.9. Rights and Obligations of Concerned parties

**1.9. The Research Process for Applied and Basic Research
Unit-II****2.1. The Broad Problem Area and Preliminary Data Gathering**

- 2.1.1. Nature of Data to be Gathered
- 2.1.2. Literature Review (Purpose, a good review)
- 2.1.3. Problem Definition

2.2. Theoretical Framework and Variables

- 2.2.1. Definition
- 2.2.2. Kinds/ Types Of Variables

2.3. Hypothesis

- 2.3.1. Definition
- 2.3.2. Types of Hypothesis (directional, non-directional, null and alternate)
- 2.3.3. The Role of Hypothesis
- 2.3.4. What is a Good Hypothesis?
- 2.3.5. The steps Involved in Hypothesis Testing
- 2.3.6. Criteria of a Useable Hypothesis

2.4. Research Design

- 2.4.1. Definition of research design
- 2.4.2. Issues in Research Design
- 2.4.3. The Purpose of the Study
- 2.4.4. Type of Investigation
- 2.4.5. Extent of Research Interferences
- 2.4.6. Study Setting
- 2.4.7. Unit of Analysis

2.4.8. Time Horizon

2.5. Operational Definition

- 2.5.1. Definition of Operational Definition
- 2.5.2. What is Operationalizing?
- 2.5.3. Why Operationalizing?
- 2.5.4. Steps Involved in Operationalizing
- 2.5.5. Operationalizing The Concept Of “Learning”
- 2.5.6. Breaking Dimensions Into Elements
- 2.5.7. What An Operational Definition Is Not?
- 2.5.8. Measurement
- 2.5.9. Measurement Problems
- 2.5.10. Scales (nominal, ordinal, interval and ratio)
- 2.5.11. Use of different scales
- 2.5.12. Ratio Scale The Most Powerful Among All Scales
- 2.5.13. Scaling For Various Cultures

2.6. Scaling, Validity and Reliability

- 2.6.1. Definition
- 2.6.2. Rating Scale and its types
- 2.6.3. Ranking Scale and its types
- 2.6.4. Goodness of Measures (reliability and validity)
- 2.6.5. Recovering from the effects of failure

2.7. Sampling

- 2.7.1. Sampling Process
- 2.7.2. Key Terms
- 2.7.3. Sampling Design Selection
- 2.7.4. Major Sampling Designs
- 2.7.5. Types of Sampling Design
- 2.7.6. Issues of Precision and Confidence in Determining Sample Size
- 2.7.7. What do precision and confidence mean?
- 2.7.8. Tradeoff Between Confidence and Precision
- 2.7.9. Rules for Determining Sampling Design
- 2.7.10. Efficiency in Sampling
- 2.7.11. Factors Affecting Sampling Size Designs

2.8. Data Collection Methods

- 2.8.1. Purpose
- 2.8.2. Environment
- 2.8.3. Ethics in data collection\Choice of Method
- 2.8.4. Plan for Data Collection
- 2.8.5. Methods
- 2.8.6. Credibility/ Rapport
- 2.8.7. Interview
- 2.8.8. Questionnaires
- 2.8.9. Survey
- 2.8.10. Observation
- 2.8.11. Cross-cultural Research

2.9. Goodness of Measure

- 2.9.1. Reliability
- 2.9.2. Validity

2.10. Research Report/ Written Report

- 2.10.1. Definition
- 2.10.2. Contents/ Modules
- 2.10.3. Importance of a Research Report
- 2.10.4. Purpose of Report
- 2.10.5. Characteristics of A Good Report

6.0 Teaching-Learning Strategies

- Class Lectures,
- Assignments,
- Presentations,
- Group discussions,

7.0 Assignments- Types and Number with the calendar

Write 5 problem statements relating to business issues then identify and label the variables.	Week 4
Develop hypotheses for the problem statements.	Week 8
Operationalize the concept of “Stress” and identify its dimensions and elements.	Week 10
Develop a survey instrument and gather data.	Week 12
Test reliability and validity of the data.	Week 14

Write a research report of a topic selected earlier for data was gathered. Week 16

8.0 Assessment and Examinations:

Mid-Term	Written Paper
Final Examination	Written Paper
Sessional	Quizzes and Tests, Assignment and Presentations, Attendance, Class Participations and Discipline etc.

9.0 Textbooks

1. Sekaran, U. "Research Methods for Business"7th Edition

10. Suggested Readings**10.1 Books**

1. . Cooper, D. R.. "Business Research Methods"12th Edition.
2. . Zikmund, W. G. "Business Research Methods",7th Edition