



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>International Business and Trade</b>
<b>Course Code</b>	<b>MGT206</b>
<b>Semester</b>	<b>Fourth</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

The course provides an opportunity for students to learn the elements of the scientific method and to develop basic research competence in the context of social work practice. The course is concerned with the identification and formulation of practice research problems, including various design strategies and techniques for gathering, analyzing, and presenting data. The course emphasizes the importance of explaining and understanding social work problems and interventions through applied research as a means to developing practice knowledge. Students should develop basic skills in:

1. Identifying research problems;
2. Understanding theories and formulating hypotheses;
3. Locating information relative to the problem of interest;
4. Formulating logical research designs;
5. Analyzing research data;
6. Formulating and interpreting conclusions;
7. Understanding limitations of studies;
8. Critiquing research reports;
9. Preparing a research proposal in proper form and style.
10. Mastering communicative skills and command on report writings.

## Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

## Recommended Books

1. Simon. Julian L., **Basic Research Methods in social Science**, Random House, New York. 1968.
2. Maner Martin, **The spiral Guide to Research writing.**, Mayfield Published Company, London 1995.

## WEEK WISE BREAKDOWN

Week	Description
1 & 2	<b><u>Research Methodology</u></b> <b><u>Introduction</u></b> <ul style="list-style-type: none"><li>• Meaning, Objective and Types of Research</li><li>• Criteria of good Research</li><li>• Research process</li><li>• Characteristics of Educational and Business Research.</li></ul>
3 & 4	<b><u>Identification of Research</u></b> <b><u>Problem &amp; Research Design</u></b> <ul style="list-style-type: none"><li>• Identification of Problem</li><li>• Defining problem</li><li>• Techniques involved in defining problem</li><li>• Sources of Knowledge</li><li>• Hypothesis</li><li>• Definition of Research design</li><li>• Features of good Research design</li><li>• Developing a Research Plan</li></ul>
5	<b><u>Methods of Data collection</u></b> <ul style="list-style-type: none"><li>• Collection of Primary data</li><li>• Methods of data collection<ol style="list-style-type: none"><li>1. Observation</li><li>2. Questionnaires</li><li>3. Schedules</li><li>4. Interviews</li></ol></li><li>• Selection of Appropriate method.</li></ul>
6	<ul style="list-style-type: none"><li>• What is Observation method</li><li>• Participant and non-participant observation</li><li>• Importance of observation method</li></ul>

7	<ul style="list-style-type: none"> <li>• What is questionnaire</li> <li>• Structured and unstructured questions</li> <li>• Considerations for a good questionnaire</li> <li>• Merits and demerits of questionnaire</li> </ul>
8	<ul style="list-style-type: none"> <li>• What is interview method</li> <li>• Requirements of a good interview</li> <li>• Merits and demerits of interview method</li> </ul>
<b>Two Assignments + Two Test                      Mid Term Exam</b>	
9	<ul style="list-style-type: none"> <li>• What is schedule method</li> <li>• Advantages of the schedule</li> <li>• Comparison of schedule method with others</li> </ul>
10	<p><b><u>Sampling Fundamentals &amp; Sampling Design</u></b></p> <ul style="list-style-type: none"> <li>• Definition, Sampling theories</li> <li>• Determination of sampling size</li> <li>• Causes of sampling survey</li> <li>• Steps in Sampling design</li> <li>• Types of Sampling</li> <li>• Criteria for selecting a Sampling procedure</li> <li>• Characteristics of good Sampling Design</li> <li>• Random Sampling</li> </ul>
11	<p><b><u>Testing of Hypotheses</u></b></p> <ul style="list-style-type: none"> <li>• What is hypotheses</li> <li>• Procedure for hypothesis testing</li> <li>• Tests of hypothesis</li> <li>• Limitations of the tests of hypothesis.</li> </ul>
12	<ul style="list-style-type: none"> <li>• Meaning &amp; Technique of interpretation</li> <li>• Steps in Report Writing</li> <li>• Layout of Research Report</li> <li>• Mechanics of writing a Research Report</li> </ul>
13	<ul style="list-style-type: none"> <li>• Analysis of structural variables</li> <li>• Organizational Process</li> </ul>
14 & 15	<p><b><u>Citations of Research work</u></b></p> <ul style="list-style-type: none"> <li>• What is citation?</li> <li>• Need, importance of citation</li> <li>• Types of citations</li> <li>• Methods of citation</li> <li>• Differences between APA and MLA methods of citation.</li> <li>• Foot notes, End notes, Text / body notes, Bibliography &amp; References etc.</li> </ul>
16	<ul style="list-style-type: none"> <li>• Practice of Field research</li> <li>• Practice of Library Research</li> <li>• Formulation of Questionnaires</li> <li>• Conduct of Survey</li> <li>• Practice of editing of data</li> <li>• Practice of Interview for collection of desired data.</li> </ul>
17	<ul style="list-style-type: none"> <li>• Assignment of Report writing &amp; Presentation</li> </ul>
<b>Two Assignments + Two Test+ Presentation                      Final Term</b>	

**Learning Outcomes:**

- Students should understand a general definition of research design.
- Identify the overall process of designing a research study from its inception to its report.
- Familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
- Familiar with conducting a literature review for a scholarly educational study & distinguish a purpose statement, a research question or hypothesis, and a research objective.